



14th Annual

Digital Marketing *for*
Financial Services
Summit **CANADA**

PAST ATTENDEE LIST

Canada's largest and longest-running digital marketing for
financial services event series

June 11-12, 2024

Sample Past Attendee List

COMPANY	JOB TITLE
AGF Management	Director, Corporate Marketing
Ally Financial Services	Director, Audience Strategy & Activation
Alterna Savings & Credit Union	VP, Marketing
American Express	Chief Marketing Officer
American Express	VP, CARD Acquisition & Engagement
ATB Financial	Managing Director, Digital Marketing
Aviso Wealth	Chief Marketing Officer
Aviva	VP, Marketing
Bank of Montreal	Head of MarTech & Enterprise Analytics
Bank of Montreal	Director, Digital Marketing
Bank of Montreal Insurance	VP, Transformation
Beacon Federal Credit Union	VP, Business Development & Marketing
Beutel, Goodman & Company Ltd.	VP, Communications & Marketing
Caisse Financial Group	VP, Marketing & Strategy
CI Financial	SVP, Digital Advice
CI Investments	Vice President, IT
CIBC	VP, Client Experience
CIBC	Executive Director, Marketing & Communications
CIBC Mellon	Head of Marketing
Citizens Financial Group	SVP, Head of Digital Acquisition & Customer Experience

Sample Past Attendee List

COMPANY	JOB TITLE
Coastal Community Credit Union	VP, Marketing
Concentra Bank	VP, Marketing & Stakeholder Engagement
Conexus Credit Union	VP, Marketing
Connor, Clark & Lunn Financial Group	Chief Marketing Officer
Cumberland Private Wealth	Director, Marketing
Desjardins	VP, Marketing
Desjardins General Insurance Group Inc.	Principal Director, Marketing Strategy
DUCA Financial Services Credit Union Ltd.	VP, Retail Banking Channels
Duo Bank of Canada	VP, Marketing
Economical Insurance Group	VP, Communications & Corporate Marketing
Edward Jones	Vice President
Empire Life	VP, Marketing
Equifax	Chief Marketing Officer
Equitable Life of Canada	Social Media Manager
Fengate Asset Management	VP, Marketing & Communications
Fidelity	Vice President
Fidelity Investments	Director, Marketing Communications
Franklin Templeton Investments	Director, Advertising
GM Financial	VP, Sales & Marketing
goeasy	Digital Marketing Specialist

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COMPANY	JOB TITLE
Gore Mutual Insurance Company	Director, Marketing
Greystone Management Investments Inc.	SVP, Branding & Communications
Healthcare of Ontario Pension Plan (HOOPP)	Director, Creative & Digital Marketing
Heritage Wealth Advisors	Marketing Director
Home Trust Company	VP, Marketing
HomeEquity Bank	VP, Marketing
Horizons ETFs	Executive VP, Head of Marketing
HSBC Bank of Canada	VP, Operations & Service Delivery
HSBC Bank of Canada	Head of Marketing, Wealth & Personal Banking
IG Wealth Management	Director, Field Marketing
JMMB Group	Group Chief Marketing Officer
Laurentian Bank of Canada	VP, Marketing
Loans Canada	Head of Technology & Marketing
Mackenzie Investments	VP, Sales Experience & Analytics
Mackenzie Investments	AVP, Channel Marketing
Manulife	AVP, Head of Advice Marketing
Manulife Bank	Group VP, Advanced Analytics
Manulife Securities	Vice President
Mass Insurance Brokers	SVP, Personal Lines
MD Financial Management	VP, Marketing

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COMPANY	JOB TITLE
Meridian Credit Union	Chief Marketing Officer
Meridian Credit Union	VP, Marketing
MetLife	Chief Marketing Officer
National Bank of Canada	VP, Marketing
OnDeck Canada	VP, Marketing & Communications
People Corporation	Digital Manager Marketing
Picton Mahoney	Marketing Manager
Plastk Financial Inc.	Chief Marketing Officer
President's Choice Financial	Director, Content Marketing, Social Media & Digital Properties
Prudential Financial	VP, Group Creative Director
Questrade	Chief Marketing Officer
Rapport Credit Union	Director, Marketing
RBC Wealth Management	Senior Manager, Content
Royal & Sun Alliance Insurance Group	Director, User Experience Digital RSA
Royal Bank of Canada	Senior Vice President
Royal Bank of Canada	VP, Brand & Marketing
Russell Investments	Director, Canada Client & Product Marketing
Scotiabank	Chief Marketing Officer
Scotiabank	Head of Enterprise Digital Marketing Operations
Sun Life Financial	Chief Marketing Officer

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COMPANY	JOB TITLE
Sun Life Financial	CXO, Performance Marketing & Director, Program Strategy & Optimization
Sunrise Credit Union	VP, Wealth & Marketing
Tangerine	Chief Marketing Officer
Tangerine Bank	Head of Growth & Performance Marketing
TD Bank Group	SVP, Marketing, Communications & Branding
TD Bank Group	Chief Marketing Officer
TD Bank Group	Vice President
The Co-operators	VP, Marketing & Communications
Tower Hill Insurance Group	VP, Marketing
Vanguard	Creative Services Head of Channel Marketing
Visa	Digital Lead
Webster Bank	VP, Brand Marketing
Wellington-Altus Private Wealth	VP, Digital Marketing
Western Financial Group	Social Media Strategist
World Financial Group	Marketing Director
Worldsource Wealth	SVP, Enterprise Digital

Secure Your Spot Now

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Digital Marketing *for* Financial Services Summit CANADA

We have a limited number of speaking opportunities and they sell out quickly! Connect with our community of **intent-based buyers** ready to invest in your solution.

Book a call to learn how this opportunity can help you generate new leads and increase your pipeline!



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Sponsorship Director

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Upcoming Events in this Market Segment

9th Annual

Digital Marketing *for* Financial Services Summit WEST

Spring 2024

6th Annual

Digital Marketing *for* Financial Services Summit MIDWEST

Fall 2024

11th Annual

Digital Marketing *for* Financial Services Summit NEW YORK

Fall 2024