16th 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 10–11, 2026 I HYATT REGENCY TORONTO, ON

WWW.FINANCIALDIGITALMARKETING.COM

#DMFS2026

SAMPLE PAST ATTENDEE LIST

2026 PAST ATTENDEE LIST

COMPANY	JOB TITLE
Adyen	Head of Marketing
AGF Management	Director, Corporate Marketing
Allstate Insurance Company of Canada	Marketing Manager, Distribution Strategy & Marketing
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
Aviso Wealth	Director, Marketing Technology
Aviva	VP, Marketing
Beacon Federal Credit Union	VP, Business Development & Marketing
Beutel, Goodman & Company	VP, Communications & Marketing
BMO Capital Markets	Chief Marketing Officer, B2B Marketing, Events, Design & Language Solutions
BMO Capital Markets	Head of Digital Acquisition, North America
BMO Capital Markets	Managing Director, Digital Investing Marketing & Wealth Digital Acquisition
BMO Insurance	VP, Transformation
BMO Insurance	Director, Digital Engagement
BrokerLink	Manager, Digital Marketing
Business Development Bank of Canada (BDC)	Director, Growth Marketing
Caisse Financial Group	VP, Marketing & Strategy
Cambrian Credit Union	VP, Marketing & Brand Experience
Canadian Tire Bank	Banking Strategy Vice President, Digital
Canadian Tire Bank	AVP, Onboarding, Growth & Retention
CI Financial	SVP, Digital Advice
CI Investments	Vice President, IT
CIBC	VP, Digital, Marketing & Comms, Private Wealth & Asset Management
CIBC	Senior Director, Marketing Analytics & Data
CIBC Mellon	VP, Marketing & Strategic Insights
CIBC Mellon	Head of Marketing
Citizens Financial Group	SVP, Head of Digital Acquisition & Customer Experience
Coastal Community Credit Union	VP, Marketing
Concentra Bank	VP, Marketing & Stakeholder Engagement

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COMPANY	JOB TITLE
Conexus Credit Union	VP, Marketing
Connor, Clark & Lunn Financial Group	Chief Marketing Officer
Cumberland Private Wealth	Director, Marketing
Definity Financial	Manager, Digital Marketing, Media & Analytics
Desjardins	VP, Marketing
Desjardins	Principal Director, Marketing Strategy
DUCA Financial Services Credit Union	VP, Retail Banking Channels
Duo Bank of Canada	VP, Marketing
Economical Insurance Group	VP, Communications & Corporate Marketing
Edward Jones	Marketing Manager
Empire Life	VP, Marketing
Equifax	Chief Marketing Officer
Equitable Life of Canada	Marketing Manager
Fairstone Financial	Marketing Director
Farm Credit Canada	Senior Product Owner, Digital Banking
Fengate Asset Management	VP, Marketing & Communications
Fidelity Investments Canada	VP, Advanced Analytics & Insights
First West Credit Union	Head of Marketing Platforms & Performance
Flexiti Financial	AVP, Cards, Insurance & Loyalty
Foresters Financial	VP, Marketing & Communications
Franklin Templeton Investments	Director, Advertising
GM Financial	VP, Sales & Marketing
goeasy	Senior Manager, Digital Performance
Goldman Sachs	Vice President
Gore Mutual Insurance Company	Director, Marketing
Great-West Lifeco	Manager, Marketing
GreenShield Canada	Director, Digital Marketing
Greystone Management Investments	SVP, Branding & Communications
Harbourfront Wealth Management	Director, Marketing & Communications
Healthcare of Ontario Pension Plan (HOOPP)	Director, Creative & Digital Marketing
Heritage Wealth Advisors	Marketing Director
Home Trust Company	VP, Marketing

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COMPANY	JOB TITLE
HomeEquity Bank	CMO & SVP, Customer Experience
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
iA Financial Group	VP, Strategy, Product & Marketing
IG Wealth Management	Director, Marketing & Brand Experience
IGM Financial	AVP, Marketing Technology
IGM Financial	Vice President, Digital Marketing & Performance
Interac	Digital & Integrated Marketing Leader
JMMB Group	Group Chief Marketing Officer
JPMorgan Chase Canada	Vice President, Marketing Programs, Payments
Laurentian Bank	VP, Marketing
Loans Canada	Head of Technology & Marketing
London Stock Exchange Group	Director, Digital Experience
Mackenzie Investments	AVP, Channel Marketing
Manulife	VP, Global Digital Marketing
Manulife	Global Head of Social Media & SEO
Manulife	AVP, Head of Marketing | Affinity Markets
Markel Insurance	Head of Digital (Canada)
Mass Insurance Brokers	SVP, Personal Lines
Mastercard	Vice President, Loyalty & Engagement, Product Management
MD Financial Management	VP, Marketing
Meridian Credit Union	Chief Digital & Marketing Officer
Meridian Credit Union	VP, Marketing
MetLife	Chief Marketing Officer
MetLife	Global Vice President, Marketing Operations, Channels & Analytics
Mitsubishi HC Capital America	Executive Vice President & Chief Digital Officer
MNP	Director, Performance, Data & Insights | Marketing
Morgan Stanley Canada	Vice President, Marketing, Canada
Morningstar Credit	Head of Product, Digital Experience
Morningstar	Senior Marketing Manager
National Bank of Canada	VP, Marketing

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COMPANY	JOB TITLE
National Bank of Canada	AVP & Market Lead
Nexus Investment Management	VP, Marketing
NFP	Senior Manager, Marketing
Northwestern Mutual	Chief Marketing Officer
OnDeck Canada	VP, Marketing & Communications
Payfare	Chief Product Officer
People Corporation	Director, Digital Marketing
Plastk Financial	Chief Marketing Officer
President's Choice Financial	Senior Director, Credit Risk Acquisitions
President's Choice Financial	Director, Content Marketing, Social Media & Digital Properties
PrimeWay Federal Credit Union	Chief Marketing Officer
Prudential Financial	VP, Group Creative Director
PWL Capital Montreal	Head of Brand Experience
Questrade	Chief Marketing Officer
Questrade	Managing Director, Brand & Marketing Strategy
Rapport Credit Union	Director, Marketing
Ratehub	VP, Insurance
Ratehub	Senior Director, Marketing
RBC	Chief Product & Revenue Officer
RBC	VP, Brand & Marketing
RBC Capital Markets	Director, Product Liquidity Solutions
RBC Global Asset Management	Vice President & Head of Digital
RBC Global Asset Management	Product Lead
Reinsurance Group of America	VP, Global Marketing
RGAX (Part of Reinsurance Group of America)	VP, Global Brand
Rogers Bank	Senior Manager Channel Performance & Marketing Analytics
Royal & Sun Alliance Insurance Group	Director, User Experience
Russell Investments	Director, Canada Client & Product Marketing
Sagicor Life Insurance	Vice President, Marketing, Communications & Brand Experience
Scotia Dealer Advantage (Scotiabank)	Global Director & Head of Enterprise Growth Marketing
Scotiabank	Chief Marketing Officer
Scotiabank	Head of Enterprise Digital Marketing Operations

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Securian Financial Group	Director, Product & Channel Marketing
Securian Financial Group	Director, Marketing & Communications
Silicon Valley Bank	Senior Director, Growth Marketing
Silicon Valley Bank	Director, Integrated Marketing Strategy
Square Banking	Product Marketing Manager
Strive Capital	Director, Marketing
Sun Life Assurance Company of Canada	Chief Marketing Officer (Canada)
Sun Life Financial	Chief Marketing Officer
Sun Life Financial	AVP & Head of Growth & Performance Marketing
Sunrise Credit Union	VP, Wealth & Marketing
Tangerine	Chief Marketing Officer
Tangerine	Director & Head of Growth & Performance Marketing
Tangerine	Director, Marketing CX
TD Bank Group	Chief Marketing Officer
TD Bank Group	SVP, Digital Performance Marketing
TD Bank Group	AVP, Digital Performance Marketing, Growth Marketing
TD Global Investment Solutions	Product Owner
TD Insurance	Senior Manager, Marketing Analytics
The Co-operators	VP, Marketing & Communications
The Co-operators	AVP, Integrated Marketing & Performance Marketing
The Laurentian Bank of Canada	AVP, Digital Experience
Tower Hill Insurance Group	VP, Marketing
Trisura Group	Marketing Director
U.S. Bank	Lead Product Manager, SMB Retail POS
Vanguard	Head of Channel Marketing, Creative Services
Victor Insurance Managers	AVP, Digital Marketing & Analytics Lead
Visa	Digital Lead
Webster Bank	VP, Brand Marketing
Wellington-Altus Private Wealth	VP, Digital Marketing
Western Union	Manager, Marketing
World Financial Group (a Transamerica Company)	Senior Marketing Director
Worldsource Wealth	SVP, Enterprise Digital

HOW TO REGISTER?

REGISTER NOW ↗

IN-PERSON PASS

FULL TWO-DAY ACCESS:
Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform

FACE-TO-FACE NETWORKING:
Connect and build valuable relationships with our audience of thought leaders

5-STAR TREATMENT:
Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

EXPO HALL:
Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:
Take home PowerPoints and white papers addressing your biggest challenges

ON-DEMAND ACCESS:
Conveniently rewatch any session for up to 3 months after the event

SUPER EARLY BIRD EXPIRES ON FEB 20, 2026	$995
REGULAR TICKET	$1,695

VIRTUAL PASS

TWO-DAY LIVE STREAM ACCESS:
Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

VIRTUAL NETWORKING:
Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

VIRTUAL EXPO HALL:
Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:
Take home PowerPoints and white papers addressing your biggest challenges

ON-DEMAND ACCESS:
Conveniently rewatch any session for up to 3 months after the event

SUPER EARLY BIRD EXPIRES ON FEB 20, 2026	$795
REGISTER TICKET	$1,395

REGISTER FOR DELEGATE PASS

Contact:
Sam Caskey
Delegate Registration Manager
Email: sam.caskey@strategyinstitute.com

GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 3+.
Speak with **Sam** about our best rates:

Email: sam.caskey@strategyinstitute.com

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