17th 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 1–2, 2027 | SHERATON CENTRE TORONTO HOTEL

WWW.FINANCIALDIGITALMARKETING.COM **#DMFSCANADA**

SAMPLE PAST ATTENDEE LIST

COMPANY	JOB TITLE
Adyen	Head, Marketing
AGF Management	Director, Corporate Marketing
AJ Underwriters	VP, Brand, Marketing, & Communications, Canada & Caribbean
Allianz Global Assistance Canada	VP, Marketing & Insights / Regional Head, Product Management & Innovation, Canada & LATAM
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
American Express	Director, Marketing
American Express	Director, Customer Acquisition Marketing
ATB Financial	Managing Director, Digital Marketing
ATB Financial	Director, Strategy Insight & Planning
Aviso Wealth	Chief Marketing Officer
Aviso Wealth	Director, Marketing Technology
Aviva Canada	SVP, National Marketing & Sales
Aviva Canada	VP, Brand & Marketing
Beacon Federal Credit Union	VP, Business Development & Marketing
Better Mortgage Corporation	Director, Marketing & Development
Beutel, Goodman & Company	VP, Communications & Marketing
BMO	Chief Marketing & Communications Officer
BMO	Chief Brand Officer
BMO Capital Markets	Managing Director, Digital Investing Marketing & Wealth Digital Acquisition
BMO Capital Markets	Head, Digital Acquisition, North America
BMO Commercial Bank	Chief Digital Transformation Officer
BMO Commercial Bank	Director, Marketing
BMO Insurance	VP, Transformation
BMO Insurance	Director, Digital Engagement
BMO Private Wealth	Marketing Director
BrokerLink	Manager, Digital Marketing
Brompton Funds	VP, Marketing & Investor Relations
Business Development Bank of Canada (BDC)	Director, Growth Marketing
CAAT Pension Plan	Marketing Director
Caisse Financial Group	VP, Marketing & Strategy

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COMPANY	JOB TITLE
Cambrian Credit Union	VP, Marketing & Brand Experience
Canada Life	Strategic Marketing Manager
Canadian Tire Bank	Banking Strategy VP, Digital
Capital Group	Head, Marketing
Chartered Professional Accountants of Canada (CPA Canada)	Director, Strategic Communications & Marketing
Chubb	VP, Marketing & Communications, Canada
CI Financial	SVP, Digital Advice
CIBC	VP, Digital, Marketing, & Communications, Private Wealth & Asset Management
CIBC	Senior Director, Marketing Analytics & Data
CIBC	Director, Marketing Strategy & Transformation
CIBC	Director, Digital Strategy & Implementation
CIBC	Director, Product Insights
CIBC Mellon	VP & Head, Marketing & Communications
CIBC Mellon	VP, Marketing & Strategic Insights
CIBC Mellon	Director, Corporate Communications & Marketing
CIBC Mellon	Product Marketing Director
Citi	Senior Vice President
Citizens Financial Group	SVP & Head, Digital Acquisition & Customer Experience
CNA Insurance	Director, Marketing & Communications
Coastal Community Credit Union	VP, Marketing
Concentra Bank	VP, Marketing & Stakeholder Engagement
Conexus Credit Union	Chief Marketing Officer
Conexus Credit Union	VP, Marketing
Connor, Clark & Lunn Financial Group	Chief Marketing Officer
Credit Canada	Director, Marketing
CST Savings	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

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COMPANY	JOB TITLE
Edward Jones	Marketing Manager
Embark	Director, Marketing Strategy, Brand, & Communications
Empire Life	VP, Marketing
Empire Life	Director, Digital Marketing
Empire Life	Director, Investment Marketing
Equifax	Chief Marketing Officer
Equifax	Digital Marketing & Content Director, Communications
Equifax	Director, Acquisition Marketing, D2C, Canada Consumer Solutions
Equitable	AVP, Individual Product & Marketing
Equitable	Director, Corporate Marketing
Evolve ETFs	Chief Marketing Officer
Fairstone Bank	VP, Marketing
Fairstone Bank	Marketing Director
FCT	Marketing & Communications Head
Fengate Asset Management	VP, Marketing & Communications
Fidelity Investments Canada	VP, Advanced Analytics & Insights
First West Credit Union	Chief Marketing Officer & Advisor
First West Credit Union	Head, Marketing Platforms & Performance
FirstOntario Credit Union	Director, Digital Marketing
Flexiti Financial	AVP, Cards, Insurance, & Loyalty
Foresters Financial	VP, Marketing & Communications
Franklin Templeton	VP, Client & Channel Marketing, Canada & Latin America
Franklin Templeton	Director, Advertising
GM Financial	VP, Sales & Marketing
Goldman Sachs	Vice President
Gore Mutual Insurance Company	Director, Marketing
GreenShield Canada	Director, Digital Marketing
Greystone Managed Investments	SVP, Branding & Communications
Harbourfront Wealth Management	Director, Marketing & Communications
Harvest ETFs	Chief Marketing Officer
Haventree Bank	Director, Marketing
Healthcare of Ontario Pension Plan (HOOPP)	Director, Creative & Digital Marketing
Home Trust Company	VP, Marketing

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COMPANY	JOB TITLE
HomeEquity Bank	Chief Marketing Officer & SVP, Customer Experience
HomeEquity Bank	VP, Growth Marketing
Horizons ETFs	EVP & Head, Marketing
HSBC Bank Canada	VP, Operations & Service Delivery
HSBC Bank Canada	Head, Marketing, Wealth & Personal Banking
HUB International	EVP & Chief Marketing Officer, Canada
HUB International	Chief Sales & Marketing Officer, HUB Customer Central
iA Financial Group	VP, Strategy, Product, & Marketing
IG Wealth Management	Director, Marketing & Brand Experience
IG Wealth Management	Director, Field Marketing
IGM Financial	VP, Digital Marketing & Performance
IGM Financial	AVP, Marketing Technology
Insurely	Chief Marketing Officer
Interac	Digital & Integrated Marketing Leader
J.P. Morgan	VP, Marketing Strategy
JMMB Group	Group Chief Marketing Officer
Johnston Group	VP, Marketing
JPMorgan Chase Canada	VP, Marketing Programs, Payments
Kindred Credit Union	Chief Digital & Marketing Officer
Kingsdale Advisors	Head, Marketing & Communications
LaSalle Investment Management	SVP, Content Marketing
Laurentian Bank	VP, Marketing
Laurentian Bank	AVP, Digital Experience
Loans Canada	Head, Technology & Marketing
London Stock Exchange Group	Director, Digital Experience
Mackenzie Investments	VP, Marketing
Mackenzie Investments	AVP, Channel Marketing
Manulife	VP, Global Digital Marketing
Manulife	AVP & Head, Marketing, Affinity Markets
Manulife	Global Head, Social Media & SEO
Manulife	Head, Wealth Marketing
Manulife	Director, Global Digital Marketing Strategy & Experience Enablement
Manulife Wealth & Asset Management	Director, Demand Generation

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COMPANY	JOB TITLE
Markel	Head, Digital (Canada)
Mastercard	VP, Loyalty & Engagement, Product Management
Mastercard	Director, 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 VP, Marketing Operations, Channels, & Analytics
Mitsubishi HC Capital America	EVP & Chief Digital Officer
MNP	Director, Performance, Data, & Insights, Marketing
Moneris	Senior Manager, Digital Marketing
Morgan Stanley Canada	VP, Marketing, Canada
Morningstar	Head, Product, Digital Experience
Morningstar	Country Marketing Lead, Canada
National Bank of Canada	VP, Marketing
National Bank of Canada	AVP & Market Lead
Neo Financial	Director, Affiliates & Influencers
Nexus Investment Management	VP, Marketing
NFP	Senior Manager, Marketing
Northwestern Mutual	Chief Marketing Officer
OnDeck Canada	VP, Marketing & Communications
Payfare	Chief Product Officer
PenderFund Capital Management	VP, Marketing
PenFinancial Credit Union	Chief Marketing Officer
People Corporation	Director, Digital Marketing
Plastk Financial	Chief Marketing Officer
President's Choice Financial	Director, Brand & Product Marketing
President's Choice Financial	Director, Content Marketing, Social Media, & Digital Properties
President's Choice Financial	Director, Digital Acquisition & Analytics
PrimeWay Federal Credit Union	Chief Marketing Officer
Propel Holdings	Director, Customer Experience
Prudential Financial	VP, Group Creative Director
PWL Capital	Head, Brand Experience

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COMPANY	JOB TITLE
Questrade	Chief Marketing Officer
Questrade	Managing Director, Brand & Marketing Strategy
Rapport Credit Union	Director, Marketing
Ratehub	Senior Director, Marketing
Ratehub	Head, Marketing
Rates.ca	Marketing Director
RBC	Chief Product & Revenue Officer
RBC	VP & Global Head, Marketing & Communications, Wealth Management
RBC	VP, Brand & Marketing
RBC	VP, Marketing, Client Strategy & Innovation
RBC	VP, Digital
RBC	Managing Director, Creative Services & Brand Identity
RBC Global Asset Management	VP & Head, Digital
RBC Global Asset Management	Managing Director, GAM Strategy
Reinsurance Group of America	VP, Global Marketing
Reinsurance Group of America	Director, Brand Marketing
RGAX	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	VP, Marketing, Communications, & Brand Experience
Scoop Insurance	Marketing Director
Scotia Dealer Advantage (Scotiabank)	Global Director & Head, Enterprise Growth Marketing
Scotiabank	Chief Marketing Officer
Scotiabank	Chief Brand Officer
Scotiabank	VP, Marketing, Global Wealth Management
Scotiabank	Head, Enterprise Digital Marketing Operations
Scotiabank	Director, Creative Services
Securian Financial Group	Director, Marketing & Communications
Securian Financial Group	Director, Product & Channel Marketing
Serenia Life Financial	Director, Digital Demand Generation
Silicon Valley Bank	Senior Director, Growth Marketing
Silicon Valley Bank	Director, Integrated Marketing Strategy

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COMPANY	JOB TITLE
Square Banking	Product Marketing Manager
Sun Life Financial	Chief Marketing Officer
Sun Life Financial	AVP & Head, Growth & Performance Marketing
Sun Life Financial	Director, Agile Marketing, Client Experience Office
Sun Life Financial	Director, Advisor Content & Creative
Sunrise Credit Union	VP, Wealth & Marketing
Tangerine	Chief Marketing Officer
Tangerine	Senior Director, Paid Media
Tangerine	Director & Head, Growth & Performance Marketing
Tangerine	Director, Marketing CX
Tangerine	Director, Digital Delivery & Orchestration
TD Bank Group	Chief Marketing Officer
TD Bank Group	SVP, Digital Performance Marketing
TD Bank Group	VP & Director, Digital Content
TD Bank Group	VP, Marketing, TD Wealth, Personal Saving & Investing
TD Bank Group	AVP, Digital Performance Marketing, Growth Marketing
TD Bank Group	AVP, Marketing & Social Internet Technology
TD Securities	VP, Marketing, FX, Precious Metals, & Investments
TD Securities	Director, U.S. Product Innovation & North American Marketing & Digital Sales, Global Markets
The Co-operators	VP, Marketing & Communications
The Co-operators	AVP, Integrated Marketing & Performance Marketing
Tower Hill Insurance Group	VP, Marketing
Transamerica Financial Advisors	Marketing Director
Trisura Group	Marketing Director
U.S. Bank	VP, Marketing, Middle Market
U.S. Bank	Director, Digital Marketing Campaign Strategy
Vanguard	Head, Channel Marketing, Creative Services
Venn	Head, Growth
Verecan Capital Management	VP, Marketing & Communications
Victor Insurance Managers	AVP, Digital Marketing & Analytics Lead
Visa	Digital Lead
Wealth One Bank of Canada	Director, Marketing
Wealthsimple	Manager, Brand Experiences

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COMPANY	JOB TITLE
Webster Bank	VP, Brand Marketing
Wellington-Altus Private Wealth	VP, Digital Marketing
Western Union	Manager, Marketing
World Financial Group (WFG)	Senior Director, Marketing
Worldsource Wealth Management	SVP, Enterprise Digital
YNCU	Chief Digital, Technology & Marketing Officer
YNCU	VP, Marketing



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