



PMAC Award for Excellence in Investment Journalism Judges

Advancing Standards™

David Baines

David Baines worked as the securities columnist for The Vancouver Sun for 25 years, specializing in unethical and illegal conduct in the securities market. During this period, he won four National Newspaper Awards and a National Magazine Award. He was also the inaugural winner of the PMAC Award for Excellence in Investment Journalism in 2012. Upon his retirement in June 2013, he was awarded a lifetime achievement award by the Jack Webster Foundation. In June 2014, Simon Fraser University presented him with an honorary doctor of letters degree for his work in protecting Canadian investors. David has an MBA from the Richard Ivy School of Business and is a graduate of the Canadian Securities Course.

Bruce Cohen

Bruce Cohen has spent more than 40 years as a print and broadcast writer and editor in Canada and the United States. As a personal finance writer for nearly 25 years, he produced regular columns for The Financial Post, Investment Executive and Forum magazine as well as newsletters for Ariad Custom Communications and contributions to a wide array of newspapers and magazines. In 1994 Bruce published *The Money Advisor*, one of the first mass-market personal finance books for Canadians. In 2002 he co-authored *The Pension Puzzle*, a widely-acclaimed guide to Canada's retirement funding system. In the years leading up to retirement Bruce helped several major pension funds, public bodies and consulting firms "explain how financial stuff works." He still occasionally answers questions from users of Ontario's Investor Education Fund website.

René Delsanne

René Delsanne is currently a professor of actuarial science at the University of Quebec at Montreal and holds a number of advisory positions, including external advisor to the pension plans of the Canada Mortgage and Housing Corporation, the United Nations Relief and Works Agency for Palestine Refugees, Montreal Transit Commission, TC Transcontinental, and Montreal Police. He also sits on the Independent Review Committees of two Canadian Investment Firms.

Prior to joining the faculty at the University of Quebec at Montreal, he was Vice President of Natcan Investment Management, in charge of client services, product and business development. Before joining Natcan, René was a partner in the Montreal office of MLH+A Consulting Actuaries, where he launched the Investment consulting practice.

René completed his Master of Science (Mathematics) from Laval University and is a Chartered Financial Analyst as well as a fellow with the Canadian Institute of Actuaries. He is also a frequent speaker at conferences including the International Foundation of Employee Benefit Plans and the International Actuarial Association.



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Keith H. Sjögren

Keith Sjögren is Senior Consultant and Managing Director, Consulting at Investor Economics, a leading provider of research and advisory services to the financial services industry. Prior to joining Investor Economics in 2006, Keith was the Leader of the Wealth Management practice at The Taddingstone Consulting Group. Before joining Taddingstone in 1995, Keith held a number of executive positions at CIBC including Senior Vice President, Private Banking and President, CIBC Securities. His career spans retail banking, wealth management and international banking. He has lived and worked in the United States, Iran, the United Kingdom and Singapore. Keith was educated at Carleton University and the University of Toronto. He is a Fellow of the Institute of Canadian Bankers. Keith sits on the Investment Committee of the Centre for Addiction and Mental Health Foundation and is associated with the Arthur Kroeger College of Public Affairs at Carleton University.

Tessa Wilmott

Tessa Wilmott is a Toronto-based editor, writer and researcher with expertise in Canada's financial services sector. From 1991 to 2009, Tessa was associate publisher and editor-in-chief of Investment Executive, a national newspaper for financial services professionals, as well its website and consumer magazines. Prior to joining Investment Executive, Tessa was editor of the Financial Post annual magazines, including the Financial Post 500, and held various reporting and editing positions with the Financial Post newspaper, the Financial Times of Canada and the Toronto Sun. In the past two years, Tessa has edited two best-selling books: Blunder, Wonder Thunder: Powering your Practice to New Heights, by George Hartman, and What I Have Learned So Far by Paul Bates and Al Emid.