

# ALEXANDER MCGINN

## PERSONAL INFORMATION

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## PROFILE

## WORK EXPERIENCE

<i>Oct 2013–Present</i>	Product Research Analyst, INVESCO CANADA
<i>Summary</i>	Researching and analysing market and fund information to support sales and ensure product integrity.
<i>Accomplishments</i>	<ul style="list-style-type: none"><li>· Assisted and supported product research team and product managers</li><li>· Updated fund comparisons and sales decks</li><li>· Generated ad-hoc analytical reports</li><li>· Created model portfolios and alternative fund comparisons and provided qualitative data to support them</li></ul>
<i>July–Sept 2013</i>	Marketing Coordinator - Intern, INVESCO CANADA
<i>Summary</i>	Coordinated with multiple partners to promote and sustain our product brands. Clearly and effectively communicated to ensure successful execution and timely delivery of projects.
<i>Accomplishments</i>	<ul style="list-style-type: none"><li>· Managed delivery of marketing collateral</li><li>· Demonstrated attention to detail - noticed and corrected document oversights</li><li>· Provided input and generated ideas to position product brand</li></ul>
<i>2010–June 2013</i>	Client Relationship Associate, INVESCO CANADA
<i>Summary</i>	Responded to inbound inquiries from financial advisors, their assistants, and clients on a broad range of topics. Provided financial advisors with additional tools and product ideas to help them build their businesses.
<i>Accomplishments</i>	<ul style="list-style-type: none"><li>· Became product expert and lead numerous training sessions and presentations supporting rollout of PowerShares ETFs</li><li>· Lead presentations on The Invesco Story ensuring comprehension of Invesco's history and corporate brand strategy (Invesco, Trimark, PowerShares)</li><li>· Generated numerous sales leads for Sales department</li><li>· Chosen to work on joint Sales initiative to proactively communicate Invesco's value proposition to select financial advisors. Tactically positioned Invesco's product offering to generate sales and reduce net redemptions</li></ul>

## FORMAL EDUCATION

2011 McGill University

*Bachelor of Science* Cofounded neuroscience undergraduate society. Member of the McGill Investment Club. Learned critical thinking skills. Studied how cognitive biases inform the decision making process. Learned how to understand technical scientific papers and communicate using a scientific and precise vocabulary.

## PROFESSIONAL ACCREDITATIONS

<i>CFA Institute</i>	2015 · CFA Level II Candidate
<i>CAIA Association</i>	2015 · CAIA Level II Candidate
<i>CSI</i>	2014 · Financial Markets Risk Management Course
	2012 · Derivatives Fundamentals and Options Licensing Course
	2011 · Canadian Securities Course
<i>IFSE</i>	2010 · Canadian Investment Funds Course
<i>Bloomberg</i>	2010 · Bloomberg Terminal Certificate

## OTHER SKILLS

<i>Interpersonal</i>	Strong relationship building skills
<i>Cognitive</i>	Analytical, verbal, research, numeracy, and critical thinking skills
<i>Software</i>	Excel, Word, PowerPoint, Morningstar Direct, Style Research, Zephyr StyleADVISOR, Factset, Linux, Python, Matlab, Bloomberg Terminal, Adobe CS5
<i>Languages</i>	English, Conversational French

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