

# ALEXANDER MCGINN

## PERSONAL INFORMATION

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## 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>

## EDUCATION

2011 McGill University

*Bachelor of Science*

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

CFAI 2015 · CFA Level II Candidate

CAIA Association 2015 · CAIA Level II Candidate

CSI 2014 · Financial Markets - Risk Management Course

2012 · Derivatives Fundamentals and Options Licensing Course

2011 · Canadian Securities Course

IFSE 2010 · Canadian Investment Funds Course

Bloomberg 2010 · Bloomberg Terminal Certificate

## OTHER SKILLS

*Interpersonal* Strong relationship building skills

*Cognitive* Analytical, verbal, research, numeracy, and critical thinking skills

*Software* Excel, Word, PowerPoint, Morningstar Direct, Style Research, Zephyr  
StyleADVISOR, Factset, Linux, Python, Matlab, Bloomberg Terminal, Adobe  
CS5

*Languages* English, Conversational French

March 24, 2015