



15th 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 12-13, 2025

Sample Past Attendee List

COMPANY
Adyen
AGF Management
AirPlus International
Allstate Insurance Company of Canada
Ally Financial Services
Alterna Savings & Credit Union
American Express
American Express
Ameriprise Financial
ATB Financial
Aviso Wealth
Aviva
Beacon Federal Credit Union
Beutel, Goodman & Company Ltd.
BMO
BMO
BMO Capital Markets
BMO Insurance
BrokerLink
Business Development Bank of Canada (BDC)
Caisse Financial Group
Canadian Tire Bank
CI Financial

JOB TITLE
Head of Marketing
Director, Corporate Marketing
Associate Director
Marketing Manager, Distribution Strategy & Marketing
Director, Audience Strategy & Activation
VP, Marketing
Chief Marketing Officer
VP, CARD Acquisition & Engagement
Marketing Director
Managing Director, Digital Marketing
Chief Marketing Officer
VP, Marketing
VP, Business Development & Marketing
VP, Communications & Marketing
Head of MarTech & Enterprise Analytics
Director, Digital Marketing
Head of Performance Marketing
VP, Transformation
Manager, Digital Marketing
Director, Growth Marketing
VP, Marketing & Strategy
AVP, Onboarding, Growth & Retention
SVP, Digital Advice

Sample Past Attendee List

COMPANY
CI Investments
CIBC
CIBC
CIBC Mellon
Citizens Financial Group
Coastal Community Credit Union
Concentra Bank
Conexus Credit Union
Connor, Clark & Lunn Financial Group
Co-operators
Cumberland Private Wealth
Definity Financial
Desjardins
Desjardins
DUCA Financial Services Credit Union Ltd.
Duo Bank of Canada
Economical Insurance Group
Edward Jones
Empire Life
Equifax
Equitable Life of Canada
Fairstone Financial
Farm Credit Canada

JOB TITLE
Vice President, IT
Senior Director, Marketing
Senior Director, Marketing Analytics & Data
Head of Marketing
SVP, Head of Digital Acquisition & Customer Experience
VP, Marketing
VP, Marketing & Stakeholder Engagement
VP, Marketing
Chief Marketing Officer
VP, Marketing & Communications
Director, Marketing
Manager, Digital Marketing
VP, Marketing
Principal Director, Marketing Strategy
VP, Retail Banking Channels
VP, Marketing
VP, Communications & Corporate Marketing
Vice President
VP, Marketing
Chief Marketing Officer
Marketing Manager
Marketing Director
Senior Product Owner, Digital Banking

Sample Past Attendee List

COMPANY	JOB TITLE
Fengate Asset Management	VP, Marketing & Communications
Fidelity Investments Canada	Vice President, Advanced Analytics & Insights
First West Credit Union	Head of Marketing Platforms & Performance
Flexiti Financial	AVP, Cards, Insurance & Loyalty
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
Greystone Management Investments Inc.	SVP, Branding & Communications
Healthcare of Ontario Pension Plan (HOOPP)	Director, Creative & Digital Marketing
Heritage Wealth Advisors	Marketing Director
Home Trust Company	VP, Marketing
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
Hub International	Marketing Coordinator
iA Financial Group	Deputy Director, Marketing Strategy & Analytics
IG Wealth Management	Director, Field Marketing
IGM Financial	Vice President, Digital Marketing
IGM Financial	AVP, Marketing Technology

Sample Past Attendee List

COMPANY	JOB TITLE
Intact Financial	Marketing Analyst & CRM Administrator, Broker Marketing
JMMB Group	Group Chief Marketing Officer
Laurentian Bank of Canada	VP, Marketing
Loans Canada	Head of Technology & Marketing
London Stock Exchange Group	Director, Digital Experience
Mackenzie Investments	AVP, Channel Marketing
Manulife	Global Head of Social Media & SEO
Manulife	Director, Marketing Operations & Business Management, North America Retail & Advice
Manulife Bank	Group VP, Advanced Analytics
Mass Insurance Brokers	SVP, Personal Lines
Mastercard	Loyalty & Engagement Vice President, Product Management
MD Financial Management	VP, Marketing
Meridian Credit Union	Chief Marketing Officer
MetLife	Global Vice President, Marketing Operations, Channels & Analytics
MetLife	Chief Marketing Officer
Mitsubishi HC Capital America	Executive Vice President & Chief Digital Officer
MNP	Performance, Data & Insights Director, Marketing
Morgan Stanley Canada	Vice President, Marketing, Canada
Morningstar	Senior Marketing Manager
National Bank of Canada	VP, Marketing
NFP	Senior Manager, Marketing
OnDeck Canada	VP, Marketing & Communications
Payfare	Chief Product Officer

Sample Past Attendee List

COMPANY	JOB TITLE
Plastk Financial Inc.	Chief Marketing Officer
President's Choice Financial	Director, Content Marketing, Social Media & Digital Properties
Prudential Financial	VP, Group Creative Director
Questrade	Chief Marketing Officer
Rapport Credit Union	Director, Marketing
RBC	Chief Product & Revenue Officer
RBC	VP, Brand & Marketing
RBC Capital Markets	Director
RBC Global Asset Management	Vice President & Head of Digital
Royal & Sun Alliance Insurance Group	Director, User Experience
Russell Investments	Director, Canada Client & Product Marketing
Scotiabank	Chief Marketing Officer
Scotiabank	Head of Enterprise Digital Marketing Operations
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
TD Bank Group	Chief Marketing Officer
TD Bank Group	SVP, Digital Performance Marketing
TD Global Investment Solutions	Product Owner
TD Insurance	Senior Manager, Marketing Analytics
Tower Hill Insurance Group	VP, Marketing
Vanguard	Creative Services Head of Channel Marketing

Sample Past Attendee List

COMPANY
Visa
Webster Bank
Wellington-Altus Private Wealth
Western Financial Group
Western Union
World Financial Group (a Transamerica Company)
Worldsource Wealth

JOB TITLE
Digital Lead
VP, Brand Marketing
VP, Digital Marketing
Social Media Strategist
Manager, Marketing
Senior Marketing Director
SVP, Enterprise Digital



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Digital Marketing *for* Financial Services Summit CANADA

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Darren Haughian
Sponsorship Director

Call: 1-866-298-9343 x 276
darren@strategyinstitute.com

Upcoming Events in this Market Segment

10th Annual

Digital Marketing *for* Financial Services Summit WEST

Spring 2025

7th Annual

Digital Marketing *for* Financial Services Summit MIDWEST

Fall 2025

12th Annual

Digital Marketing *for* Financial Services Summit NEW YORK

Fall 2025