



Sam Reda, CFA

**President
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Sam Reda has over 40 years of experience and expertise in investment management. He previously served as chairman of Triasima Investment Management, vice chairman and executive vice president of Fiera Capital, president and chief executive officer of Natcan Investment Management, and executive vice president of TAL Institutional Management. Sam is a member of several boards of directors and advisory committees, and also serves on the pension and/or investment committees of Concordia University, the McGill University Health Centre Foundation (past chair), and is the chair of the Comité des programmes at the International Foundation of Employee Benefit Plans. He is currently co-chair of the McGill University Health Centre Foundation's new \$50 million campaign, "Fix Broken Hearts." Previously, Sam served on the boards of the Québec Bar Professional Liability Insurance Fund and CFA Montréal. He launched and continues to organize two major annual investment education events in Montréal: in 1999, the "Pension Fund Management Seminar" for the International Foundation; and in 2009, the "Dialogue with our Leaders" lecture series and its successor for CFA Montréal. Since 2011, Sam has been president of Maralex Capital. He is also co-founder and chairman of Alpha CCO Software. He holds a bachelor of commerce degree from McGill University and is a CFA charterholder. Sam is also a graduate of the Directors Education Program offered by the Institute of Corporate Directors and the Rotman School of Management at the University of Toronto.