

IIAC Operations Day

Thursday, May 09, 2024; 8:00 am to 3:30 pm ET

Lennox Hall (First Canadian Place)

77 Adelaide St. West, Toronto ON

8:00 am **Registration and Breakfast**

9:00 am **Opening Remarks**

9:05 am **THE OPERATIONS WORKFORCE OF TODAY AND IN THE FUTURE**

As we navigate through the ever-evolving world of post-pandemic work in 2024, the number of people working exclusively from home has fallen, but hybrid work has gained ground. The hybrid workplace model is not a simple formula or a panacea for all workplace challenges. How have firms' Ops been impacted and how have they adjusted? Is it a sustainable model for the longer term?

And what about the Ops workforce of the future? Evolving client and advisor expectations, technological transformation, regulatory pressures and baby boomers retiring, has put a greater focus on the need to reskill and upskill the support and operations workforce and to attract a broad range of talent to fill a wide range of vital roles. Where are the gaps and what strategies are firms adopting to build the talent pipeline?

Panel

Melissa Ghislanzoni | Counsel | Borden Ladner Gervais LLP

Michele Hansson | Vice President, Strategic Initiatives, Process Excellence, and Learning & Development | National Bank Independent Network

Tracy Pontone | Vice President, Professional Services | Infinite Investment Systems Ltd.

Leona Tranter | Professor; Program Coordinator, Wealth Management | George Brown College

10:00 am **Morning Break**

10:20 am **Data Uses, Transfers, Storage and Analytics**

Firms are faced with the daunting task of managing, storing and interpreting immense data volumes used for transaction processing, account management, risk management, regulatory reporting, financial reporting, forecasting, and customer segmentation, as examples. Key technological breakthroughs such as big data, artificial intelligence and blockchain have improved data management capabilities, led to faster and more informed decision-making, enhanced real-time risk assessment, and made operations more efficient. They also present challenges related to data security, data privacy, and integration complexities. Panelists will discuss how they balance “data offense”, which focuses on supporting business objectives, and “data defense” which focuses on minimizing downside risks.

Panel

Laurent Bensemana | Chief Executive Officer | Ndex Systems

Jenny Lin | Chief Architect, Global Technology Operations, and Head of Enterprise Platforms Engineering | Broadridge Financial Solutions, Inc.

Christopher Mendes | Head, Data & Analytics Strategy & Planning | BMO Financial Group

Yuqing (Wendy) Wang | Associate Vice President, Regulatory Affairs & Reporting | Raymond James Ltd.

Ali Zahedi | Chief Executive Officer | Infinite Investment Systems Ltd.

11:20 am **The Account Transfer Impasse and What Does the Future Hold?**

The significant lack of automation in end-to-end account transfers within and between financial institutions can be frustrating for clients, advisors, and operations professionals. New technology-driven solutions are now transforming wealth management operations – both the back office and front office – by streamlining the client onboarding process and eliminating the need for manual interventions to resolve errors and inefficiencies in the account transfer process. Nonetheless, it can be a complex undertaking. Can we get to straight-through processing?

Panel

Marie-Josée Audet | Vice-President, Operational Excellence and Administration | Desjardins Financial Security Investments Inc.

Richard Wallace | Senior Director, Wealth Management Operations & Support | National Bank of Canada

Scott Wilkinson | Head Canada Wealth Solutions | Broadridge Financial Solutions

Karen Woodman | President | Sun Life Financial Investment Services (Canada)

12:20 pm **Lunch**

1:15 pm **Navigating Corporate Actions: Top of Mind Issues**

This session will focus on understanding the current corporate actions landscape, including the trends and drivers, and the strategies and best practices operations professionals are using to respond to various events to drive efficiencies and reduce risk.

Stephanie Fay | Director, Corporate Actions & Income | CIBC Mellon

2:00 pm **Total Cost Reporting: A Framework for Implementation**

In April 2023, the Canadian Securities Administrators (CSA) and the Canadian Council of Insurance Regulators (CCIR) jointly published changes to enhance total cost reporting (TCR) disclosure. Industry views on implementation issues were canvassed through IIAC roundtables of IFMs and dealers from integrated and independent models as well as through the IIAC's surveys. These helped to inform the implementation framework presented in this session.

Presentation

Steve Braugiroux | Senior Manager | Dealers Operations, Reconciliations & Estates | National Bank of Canada

2:45 pm **Afternoon Break**

3:00 pm **Predictions and Trends Shaping the Future of Ops**

Rapidly advancing technologies, regulatory requirements, and increasing service demands continue to reshape and transform operations across the industry ecosystem. What does the future of Ops look like and how can firms navigate the road ahead.

Presentation

Ronald Landry | Vice President, Head of Asset Manager and ETF Solutions | CIBC Mellon

3:30 pm **Closing Remarks**