



**Sam Reda, CFA**  
Vice Chairman

Sam Reda is a member of the company's Board of Directors and Management Committee. He is responsible for the institutional business unit, Fiera Institutional Asset Management.

## Educational Background

- Directors Education Program, McGill University - 2008
- Chartered Financial Analyst (CFA) – 1988
- Bachelor of Commerce from McGill University – 1977

## Professional Experience

- 2005 –... Vice Chairman of the Board, Fiera Capital inc.
- 2002 – 2005: President and Chief Operating Officer at Natcan Investment Management.
- 1988 – 2002: Several management positions among which Senior Vice-President at TAL Global Asset Management.
- 1977 – 1988: Responsible for Pension Fund management activities in Eastern Canada at Confederation Life (Confed).

**Charities and Boards of Directors:** J. W. McConnell Family Foundation Pension Fund, Professional Liability Insurance Fund of the Barreau du Québec, Royal Victoria Hospital Foundation, International Foundation of Employee Benefit Plans.