



Cecil Baldry-White, CIM[®], CFP
CEO, Portfolio Manager, Director, Founding Partner

Cecil was born in Duncan on Vancouver Island, raised in Haida Gwaii, went to high school in Prince George and graduated from UBC with a degree in Forestry.

Cecil started his career in the securities industry three months before the 1987 stock market crash. As a former producing Branch Manager in Campbell River he used education to build his business. Cecil hosted his own television show for eight years, focusing on Financial Planning and Investment. In 2009 Cecil founded Alitis Investment Counsel. He and his associates knew the investment world had changed and more sophisticated investment portfolios would be required to reduce risk and drive returns over the longer term.

Cecil Baldry-White is the Chief Executive Officer of Alitis Investment Counsel and has over 25 years' experience in the financial services industry. As an Investment Adviser and Branch Manager for one of Canada's largest Investment Dealers, he developed a reputation as a client-focused Investment Professional. Through his direct participation in large scale public presentations, retirement workshops for major industries, and his own television program, Cecil is considered a skilled educator, helping people make better investment decisions. By distilling the complexities of advanced wealth management down to easily understood, actionable investment strategies. Cecil has helped thousands of Canadians understand their finances better. Cecil's advanced skills, excellent qualifications and integrity have contributed to the success he and his team have achieved in building one of the larger wealth management operations in their region.

As a founder of Alitis Investment Counsel he and his team of Portfolio Managers have created well-structured portfolios designed to deliver solid returns, with significantly less risk than traditional investment solutions. Cecil undertakes a number of roles within the firm and splits his time between working directly with clients and building out the investment platform and growth strategies for Alitis. Cecil spearheaded the design and launch of two standalone alternative investment portfolios, the Alitis Mortgage Plus Pool and the Alitis Private REIT. Cecil is a member of Alitis' Investment Committee – the body which sets the strategic and tactical asset allocation of the Alitis offerings, as well as, the underlying investment selection within each asset class. He is also the Ultimate Designated Person of Alitis, which means he is primarily responsible for promoting a culture of compliance and overseeing the firm's compliance system.

Cecil's qualifications include Certified Investment Manager (CIM) and Certified Financial Planner (CFP). He is also fully licensed through Alitis Insurance Services as a Life Insurance Agent.

In his spare time Cecil and his wife are avid landscape gardeners, hikers, trail riders and beach goers. Every spring he swears he's going to take up golf seriously, but never does.