



**GREG POLLOCK**

Greg Pollock is the president and CEO of Advocis, The Financial Advisors Association of Canada.

At Advocis, Greg is responsible for providing effective strategic leadership and direction. He oversees all aspects of Advocis' day-to-day activities, including advocacy, continuing education, best practices and E&O insurance. In addition, he coordinates the interests of Advocis' 40 chapters and helps grow membership by giving voice to the more than 11,000 members nationwide.

Greg is also the Chief Operating Officer of The Institute, the leading designation body in Canada for financial-services practitioners in the specialty areas of wealth transfer, estate planning and living benefits.

Prior to joining Advocis in 2008, Greg was general secretary of the 43,000-member Ontario English Catholic Teachers' Association.. The general secretary is the executive director, responsible for all aspects of the organization and management of the provincial association. This position involved collective bargaining, government liaising, strategic planning, dispute resolution and financial management. In 2012, Greg was awarded the Diamond Jubilee Medal for his contribution to the teaching profession in Canada.

Greg was appointed to the federal government's Task Force on Financial Literacy in 2009. He is a sought-after speaker on industry issues, both to national and international audiences. He speaks to professional financial advisors and planners about the trends and developments in the regulation of financial advice and the association that is their voice.

Greg is not only a teacher by profession but also a lifelong learner. He is a Certified Financial Planner<sup>®</sup> and a chartered director from McMaster University's DeGroote School of Business. He has both a Master of Laws degree from York University's Osgoode Hall Law School and a Master of Educational Administration from the University of Toronto.