

## *Canada's Investment Industry Faces*



### **Zoë Warner**

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#### **How long have you worked in the industry?**

I started in the investment industry on a 3 month contract with BMO Nesbitt Burns in 1999. I was hired as a Jr Assistant to the Head of Meetings and Incentives. I can't believe how far I have come and that almost 16 years later I am still here. I feel like I have grown up here and it is a part of who I am.

#### **Please tell us about any volunteer activities you may be involved in.**

I volunteer on the board of directors for the BMO RSA (Recreation and Social Activities). I have been on the committee and sat on the board of for 15 years. The RSA Committee is a Toronto-based group of BMO Financial Group employee volunteers and our mandate is to select, plan, organize and administer recreational and social activities for all GTA personnel.

#### **Please tell us a bit about your average day in the office.**

There is no such thing as an average day in the office, and that is one thing that I love most about my job. Working in the conference and event world means expecting the unexpected. Every day is different and that is what keeps it exciting and interesting. I am lucky to travel quite a bit with my job, and I spend a lot of my time on the road, sourcing and siting locations for upcoming conferences. When I am in the office, I am on the computer or phone with suppliers and clients, working on contracts, production schedules, floor plans, researching and choosing event locations, arranging catering, setting up communications, negotiating agreements and creating budgets.

#### **What drove your interest to work in the investment industry?**

Honestly, to tell you the truth, it found me! I fell into it and quickly discovered that I was a good fit for it and that it was a good fit for me and I have never looked back!

**Do you find the work you do satisfying? If yes, why?**

Yes, I find my work very satisfying. My work is challenging and very service and detail orientated. I start planning some of the incentive conferences up to 3 years out, and it is amazing to watch all the work and planning come together when the conference is executed. It's all about the experience and there is nothing more rewarding than providing my clients who are our Investment Advisors, with memories they would have not ever had if it wasn't for me and my team.

**How do you see the industry helping investors and the Canadian economy as a whole?**

I think the investment industry helps the Canadian economy by partnering with clients and helping them make better investment decisions. Every investor has a unique financial goal and the full service experience, makes a difference to help develop a plan for what's right for their needs. If Canadians have financial security, they will be more confident and consumer confidence helps the economy.

**Would you recommend a career in the investment industry to a young Canadian considering his/her career options?" If yes, why?**

Yes, I would. The investment industry and the individuals in it have been so good to me. It's a fast paced industry that is perfect for someone that likes a rewarding, exciting and challenging job.