



Mark S. Yamada

**President and Chief Executive Officer
PÜR Investing Inc.
Toronto, Ontario**

PÜR Investing, Inc., develops mass-customized, goals-based investment solutions for pension plans. Mark's experience with multi-employer pension, corporate, nonprofit, high net worth, ETF and mutual fund investing comes from a career as an analyst, portfolio manager and leader of investment teams. He headed the U.S. equities desk for Manulife, was president of Sun Life's investment management company and founded the private client division of Guardian Capital. Mark and a colleague have published three peer-reviewed papers about pension design in both accumulation and decumulation phases using quantitative investment strategies, two in the *Rotman International Journal of Pension Management* and a third in the *Journal of Retirement*. A fourth paper focusing on machine learning in pension and investment management is in development. He was a member of the Investment Fund Products Advisory Committee of the Ontario Securities Commission.