



<b>Job Title</b>	Business Development Representative
<b>Hiring Manager</b>	Anthony Scilipoti, Chief Executive Officer
<b>About Veritas</b>	<p>Twenty-three years ago, Veritas Investment Research flipped the equity research model on its head - instead of giving away research and making money through banking relationships, we used our independence to produce high-quality research that we could sell to clients. That model still stands today, with Veritas having grown to become Canada's largest independent equity research firm. Veritas is best known for our bold calls, such as our <u><a href="#">warning on Valeant</a></u> before it collapsed 90%, and advising to sell cannabis stocks throughout the entire IPO mania. However, we wouldn't consider ourselves pessimists so much as pragmatists - our research BUY recommendations have outperformed the S&amp;P/TSX index by a 3.5% CAGR while our SELLS have underperformed by 5.1%. Being independent gives us the power to say things that others can't or won't.</p> <p>Seven years ago, Veritas Asset Management was established, founded on the belief that superior investment research leads to better investment decisions. Veritas Asset Management offers investment products that are driven by active management in order to reduce volatility, lower risk, and maximize returns.</p> <p>Our mission is to be the #1 source of trusted, independent research that helps investors make better investment decisions.</p>
<b>Job Type</b>	Full-time
<b>Job Description</b>	As the Business Development Representative, you will be integral in the growth of the company. Your focus will be geared towards establishing new connections with family offices, institutional and retail clients, in the hopes that they become long-term research subscribers.
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Builds effective relationships with defined family offices, institutional and retail clients across the country and throughout the United States.</li><li>• Generates a continuous cycle of sales and marketing activities, such as educational and business promotional events</li><li>• Attends industry and intermediary events to grow presence in the marketplace</li><li>• Prepares for and books branch presentations, advisor and prospect meetings</li><li>• Produces illustrations and product proposals</li><li>• Organizes and executes e-marketing campaigns based on email open rates from clients and prospects</li><li>• Creates sales reports and reports all observations to the Board of Directors</li><li>• Tackles service issues for all existing clients and provide feedback that may help to develop and market the overall business</li><li>• Makes sales and strategy recommendations to the Board of Directors based on independent analysis and assessment of strategic issues</li><li>• Achieves sales objectives by executing on the strategic initiatives developed internally by the sales team</li></ul>



- Maintains current client records in the company's CRM (i.e. Outbound, Inbound Calls, as well as Meetings and Events)
- Adheres to all compliance, regulatory, confidentiality and legal policies and procedures

**Academic Qualifications**

- Post-secondary degree in a related field of study or an equivalent combination of education and experience
- Canadian Securities Course (CSC)
- Demonstrates an advanced knowledge of investment research products and broker payment methods
- Advanced understanding of the advisory channels: IIROC, MFDA, etc.
- Strong interpersonal, communication and relationship management skills
- Strong problem-solving skills and analytical skills; ability to initiate investigation of problems without supervision and develops solutions
- Ability to balance multiple priorities while maintaining a high degree of accuracy and attention to detail
- Demonstrates tact and professionalism

**Years of Experience** Minimum 5 years in the investment research industry with subscription sales model

**Target Market**

- Financial Services
- Asset Management
- Family Offices
- Private Equity
- Pension Funds
- Hedge Funds
- Insurance Companies
- Wealth Management

**Contact Information**

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**Please send cover letter and resume to [careers@veritascorp.com](mailto:careers@veritascorp.com)**  
Only candidates selected for an interview will be contacted