



ENHANCING KNOWLEDGE, PROFESSIONALIZING EXPERTISE

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RICHARD MITCHELL, CFA, CIPM, IS MOTIVATED BY A THIRST FOR KNOWLEDGE AND A PERSONAL PHILOSOPHY OF ALWAYS BEING PREPARED. "MY BACKGROUND IN SPORTS TAUGHT ME THAT YOU NEED TO CONTINUOUSLY ADD SKILLS AND BE PREPARED—EVEN OVER PREPARED—FOR GAME DAY," RICHARD SAYS. THIS PHILOSOPHY DRIVES HIS EVERYDAY APPROACH AND HAS LED HIM TO BE HOLDER OF BOTH THE CFA® CHARTER AS WELL AS THE CFA INSTITUTE CERTIFICATE IN INVESTMENT PERFORMANCE MEASUREMENT (CIPM®) DESIGNATION.

Richard currently has overall responsibility for the Central Canada region, overseeing the service delivery and operations for the firm's investment consulting practice. He also works directly with defined benefit plans, defined contribution and accumulation plans, endowments, and foundations—partnering with them to achieve their investment goals. When he moved into a managerial role at a previous employer, and knew that he'd be tasked with leading the performance measurement and analytics functions, he recognized the need for more in-depth knowledge and learning. "I wanted to develop an advanced understanding of what was contributing to performance and risk and be able to explain to clients what was behind their results." So, with its specialization in performance evaluation, it made great sense for him to pursue the CIPM designation in 2009, he says. It was a perfect complement to the more broad investment skillset he had attained through the CFA® Program.

While strong communication and time management skills are crucial to his work, Richard says he finds the more granular, technical skills taught in the CIPM Program—such as performance analysis, measurement, appraisal, and reporting—to be just as vital. "The knowledge acquired in the CIPM program has allowed me to go deeper in conveying complex investment issues and concepts to clients. You are there to add value and help clients make informed and educated investment decisions," he says.

Richard continues to be a great advocate for the CIPM program and coach for his team. "A leader must lead by example and continue to raise the bar for the team and one's self," he says. To date, over 25 percent of his current team have followed suit and have pursued the CIPM designation. He appreciates the skills he has gained. "I found that marrying the skill of portfolio management with the evaluation of managers' decisions and their processes helps me see the bigger picture. It was a good fit to bring these skills together through the CIPM experience."

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