# Craig Aspinall CFP CFA

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## Roles and Duties performed

### Management Consultant February 2013 – Current

*Self-Employed*

Providing Consulting Services to Fund Managers and buyers of fund management around to key concepts:

* The gap between technology and sales.
* The gap between portfolio management and sales.

Achievements

* Remodelled or established CRM systems and sales processes for 15 fund managers.
* Developed a protection product for broking/investment bank.
* Developed sales and marketing plans for products.
* Built due diligence information and investment edge, philosophy and competitor information for several firms.
* Did a number of conferences and sales training for firms.

### Standard Life Investments March 2011 – December 2012

*Institutional Sales – Investment Director*

Establishing and maintaining consultant relationships including:

* Achieving and maintaining ratings.
* Providing regular due diligence and data requirements.
* Active contact to source opportunities.

Sales Management

* Develop sales and marketing plans for products.
* Indentify campaigns and sales focus.
* Run manager visits, pitches and site visits.
* Move clients through sales process and sales cycle.
* Developed dashboards and systems for reporting.

Key Achievements

* Remodelled sales plans, process, due diligence material and systems
* Achieved ratings with local consultants with multi-asset product
* Developed key material around how our products could be used for solution areas such as post retirement
* Designed and got approval for retail strategy
* Results attached

### Macquarie Bank January 2007 – February 2011

*Institutional Sales – Associate Director*

Establishing and maintaining consultant relationships including:

* Achieving and maintaining ratings.
* Providing regular due diligence and data requirements.
* Active contact to source opportunities.

Establishing new partnerships or products including:

* Developing sales plan and running market testing.
* Provide expected FUM targets and fee assumptions.
* Developing new lines of business for existing managers.

Sales Management

* Develop sales and marketing plans for products.
* Indentify campaigns and sales focus.
* Run manager visits, pitches and site visits.
* Move clients through sales process and sales cycle.
* Developed dashboards and systems for reporting.

Key Achievements

* In a reasonable short of period of time I have become well known to many of the key decision makers. To achieve this I had very clear planning and execution of various campaigns.
* Remodelled sales plans, process, due diligence material and systems.
* Results attached.

### Grange Securities (Lehman Brothers Australia) 2004 – 2007

*Associate Director – Private Investor Division*

### ipac securities 2001 – 2004

*Financial Planner*

### ANZ 1998 – 2001

*Financial Planner*

### Legal & General 1991 – 1998

1995 – 1998 *Business Development Manager/Technical Manager - Tasmania*

1991-1995 *Marketing Assistant – Retail Investment and Annuity Products*

### MLC 1987-1991

Agency Services Officer

## Key Performance Areas

Results Orientated

I have a strong focus on personal and collective accountability for results. By using a strong sales management process this focuses activities on moving clients through the sales cycle and allows me to measure and communicate results.

Sales Management

I have a well developed system of activity that integrates Sales Plans, Campaigns, Sales Process and Dashboard review.

Profile

I have developed my profile by having a strong group of products to promote and through education networks by speaking at various industry functions (FPA, CPA and Tax Institute) and my current roles on programme (education) committees CFP and CFA as well as board member of the Sydney Society of Chartered Financial Analysts.

Client Service

I have provided exceptional customer service to demanding sophisticated and institutional clients.

Technical Expertise

I hold both CFP and CFA designations and am on the education committees for both bodies. Most of my roles have technical sales involving superannuation or investments.

## Professional Associations

### Chartered Financial Analyst

I am a CFA Charterholder, and was a board member of the Sydney society as well as currently sitting on education committee.

### Certified Financial Planner

I have completed a Diploma of Financial Planning and hold the CFP designation. I spent 5 years on the FPA taskforce writing the material and preparing exam for CFP 4 Module – Advanced Investment Theory and
Practice.

### Tax Institute

I have spoken several times (5+) for the Tax Institute on a variety of topics including “After Tax Investing”, “Developing Investment Policies for Trusts” and technical aspects of SMSF such as “Commutable Lifetime Pensions”.

### CPA Australia

I have spoken at CPA state congress and various CPA discussion groups on investment and superannuation related topics.

### FPA Australia

I spoke at the 2004 National Conference on “Value Based Selling”.

\* The Professional Series is a collection of distribution partnerships with overseas fund managers. The Institutional partners are Walter Scott (Global Equities), Arrowstreet Capital (Global, Emerging and Long Short Equities), EII (Global Property – Listed and Unlisted) and Winton Capital (Hedge Fund – CTA). We distributed both sub-advised funds and mandates.