



Greg Placidi, BComm (Hon), MBA, CFA
Senior Vice President and Portfolio Manager,
Portland Investment Counsel Inc.

Greg has 21 years global financial services and utilities experience, including evaluating and dissecting insurance companies and insurance markets around the world working as a strategist, regulator, and company executive in North America, Europe and Asia. Greg has also performed extensive analysis across the utilities sector.

Greg has performed in-depth investigative financial analysis and forecasting to support rate of return and capital structure testimony for numerous utilities. Testimony was used in regulatory rate case hearings to determine appropriate capital structure composition, return on equity and return on rate base for some of Canada's largest utilities such as: TransCanada PipeLine, TransAlta, Westcoast Energy, BC Gas, NOVA, Canadian Utilities and others.

Greg began his career in insurance as the Senior Insurance and Investment Analyst at the Office of the Superintendent of Financial Institutions and as Director of Research at the Canadian Life & Health Insurance Association.

As a lead insurance practitioner for Deloitte Consulting, he led a number of strategic, operational and financial initiatives around the globe. He was financial vice-president at Manulife Financial and joined Portland Investment Counsel/AIC Limited in 2001.

This breadth and depth of knowledge brings a strong and informed approach to Greg's investment decisions.

In addition to being a portfolio manager, Greg is also Portland Investment Counsel's insurance specialist and is responsible for monitoring industry trends in the global insurance sector, making recommendations regarding potential insurance company investments or divestitures and evaluating the performance of Portland Investment Counsel's insurance holdings across various funds.



Greg has a Bachelor of Commerce (Honours) from Queens University and an MBA from University of Toronto and has held the Chartered Financial Analyst (CFA) designation since 1989.

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