

## Sales Manager, Institutional Sales - Eastern Canada

**Location:** Toronto

**Job Type:** Full Time

PenderFund Capital Management Ltd. is an independent, employee-owned investment firm located in Vancouver, British Columbia offering investment funds to investors across Canada. We are one of the fastest growing investment firms in Canada, and our goal is to be the first choice for investors looking to protect and grow their capital.

We are looking to expand our business further into the institutional market and are seeking an experienced sales professional with an entrepreneurial drive, along with existing institutional relationships, to join the team.

### Responsibilities:

- Report to the Director of Institutional Sales & Service
- Coordinate with the Pender team on investment committee presentations, conferences, marketing, relationship management and other events
- Develop a system to initiate and grow institutional relationships while retaining existing
- Develop and implement strategies to generate prospective leads for pension plans, foundations, endowments and family offices
- Conduct one on one and investment committee sales presentations with prospects
- Communicate Pender's fund offerings to prospects and clients with various levels of financial sophistication
- Leverage the firm's CRM database to resources to enhance sales activities and documentation

### Education and Qualifications:

- Bachelor degree required. Masters degree or CFA is an asset
- 5 to 10 years of experience with a proven track record of successful institutional sales
- In depth industry knowledge
- Strong prospecting, lead generation and relationship management skills
- Ability to work self-directed and also be a contributing team member
- Outstanding communication and presentation skills
- Project management experience
- Strong business development and negotiation skills
- Bilingualism is an asset
- Ability to work remotely

Candidates can apply by emailing a resume and cover letter to [careers@penderfund.com](mailto:careers@penderfund.com)