

Richard La Ferrière
Québec Regional Head
TD Waterhouse Financial Planning

Richard La Ferrière joined TD Bank Financial Group in September 1975, and has held various management positions in Human Resources, Sales & Services, as well as led a number of retail banking branches in Québec. Since July 2002, Richard has been the Québec Regional Head for Financial Planning at TD Waterhouse Canada Inc.

He holds a Financial Planner designation from the Institut Québécois de Planification Financière (IQPF) and a Personal Financial Planner certificate from the Institute of Canadian Bankers. In addition, he holds investment advisor and branch manager licenses with the Investment Industry Regulatory Organization of Canada (IIROC).

In his current assignment, Richard plays a public role in educating people on the benefits of financial planning. He has appeared in the pages of *La Presse*, *Le Journal de Montréal*, *Le Devoir* and *Le Journal les Affaires*, as well as on broadcasts of *This Morning Live* (Global) and *Votre Argent* (Canal Argent).

Richard enjoys cycling, as well as photography and particularly Québécois art.

Richard is a father of three children and grand-father of two.