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JUDY PARADI AND PAULETTE FILION – BIOGRAPHIES

Judy Paradi and Paulette Filion are Partners at StrategyMarketing.ca, a Toronto-based consultancy that specializes in understanding female investors and working with financial companies looking to expand their markets and retain what they have with these investors.

For her part, Judy owned a successful marketing company for more than 20 years and had the opportunity to work with a variety of companies including Royal Bank, Bank of Montreal, Scotiabank, Heart & Stroke Foundation, Kraft and Novatis, among the well-known brands. As a marketing expert, she became aware of the disparity between how women thought and how they were being marketed to and published ***What you don't know about marketing to women and why it could hurt you*** to help raise awareness.

Paulette has owned her own consultancy for 20 years and is an expert in the financial services industry, having worked within the industry in both Canada and the U.S. including with Merrill Lynch, Manulife Financial and United Financial. Paulette was one of two women who developed the very first women's seminar in the United States on behalf of Merrill Lynch. She has researched the impact of financial communications among women investors. And, in 2001, she co-authored a book with Gail Vaz Oxlade called ***Marketing Financial Planning to Women***.

Judy and Paulette partnered under Strategy Marketing in response to the gap between what the financial industry offers and the expectations of women they seek to attract and retain. Last year, they published ***Why women leave their financial advisors and how to prevent it*** which inspired Rob Carrick of The Globe and Mail to write ***Advisers and Women: Is anyone listening?***