

## BIO

Sam Sivarajan is a best-selling author and senior financial services executive and leader. He has spent over 25 years advising investors on achieving their investment goals, companies and business leaders on achieving their strategic objectives, and leading teams to personal and professional success. By weaving his academic and practical background in law, finance, strategy and leadership, Sam helps his clients make better decisions to achieve better outcomes.

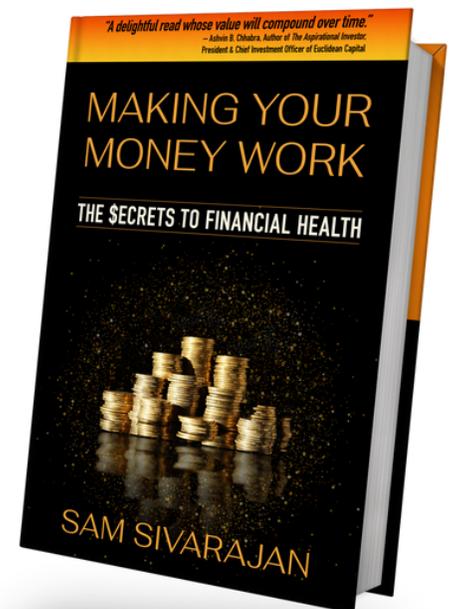
As a writer, he writes narrative non-fiction to help readers make better decisions. His bestselling book, *Making Your Money Work: The Secrets to Financial Health*, gives people actionable tips and tools to make better financial choices and achieve financial health. His upcoming book, *Uphill: How to Apply Ancient Wisdom and Modern Science to Life's Choices and Challenges*, provides actionable insights for everyone to deal with life's inevitable setbacks and make better choices - in investing, in building and growing businesses, in leading teams, and in their personal lives.

Away from his desk, Sam loves adventure and new challenges. Some memorable experiences include summiting Kilimanjaro and Gran Paradiso in the Italian Alps, trekking the Himalayas and the Andes, cycling 1400 km from London to Monaco, and setting a personal best at the Boston Marathon. Closer to home, you can find him reading or enjoying a glass of wine with friends.



## SAM IN THE MEDIA

1. Press Release - [Sam Sivarajan Launches New Book To Distill Complex Financial Advice Into An Engaging Narrative](#)
2. Guest on Strictly Money TV show - [Emotional Investing](#)
3. BNN Bloomberg Interview - [M&A activity in Canada should be strong in 2020: Sam Sivarajan](#)
4. Press Release - [London Life and Mackenzie Investments extend partnership by announcing a new innovative goals-based investing program and mutual fund family](#)
5. Newspaper Article - [New portfolio design based on your 'dreams and nightmares](#)



## SOCIAL MEDIA



[@sam.sivarajan](#)



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## SAM'S PUBLISHED ARTICLES

1. Globe & Mail Article - [When it comes to investing, slow and steady does win the race](#)
2. Globe & Mail Article - [Meme stocks and cryptocurrency craze, as explained by behavioural science](#)
3. Globe & Mail Article - [Don't make impulsive stock decisions based on headlines. Now is the time to stick to long-term goals](#)
4. Globe & Mail Article - [A reminder to investors: Eventually, pendulums end up swinging back](#)
5. Journal of Wealth Management Article - [Risk Tolerance, Return Expectations and Other Factors Impacting Investment Decisions](#)

## TESTIMONIALS / REVIEWS:

"Saving for retirement is a daunting task for many Canadians. Being a financial advisor for many years, I have found that too many investors are focused on the 'what' rather than the 'how' to invest. This book clearly and concisely explains the 'how' in very practical terms while keeping the reader engaged by sharing lighthearted anecdotes. Well worth the read-time and money well invested!"

- NADINE KOPPESER CFP, FCSI, EPC, KOPPESER



"Sam is a voice of common-sense on investing, particularly the behavioural aspects of it. As this book explains, success comes through patience, discipline and a long-term focus, and on keeping our emotions in check."

- ROBIN POWELL, EDITOR - THE EVIDENCE-BASED INVESTOR



"Nestled in a heart-warming conversation among friends are timeless nuggets and sage advice about financial planning and investing wisely. A delightful read whose value will compound over time."

- ASHVIN B. CHHABRA, AUTHOR: THE ASPIRATIONAL INVESTOR; PRESIDENT & CHIEF INVESTMENT OFFICER, EUCLIDEAN CAPITAL



"In this book, Sam not only distills the key rules of saving and investing into a handful of accessible chapters, he provides insights for translating those rules into successful action. The result is a practical guide to achieving financial peace of mind for beginners and experts alike."

- WILLIAM B.P. ROBSON, CEO, C.D. HOWE INSTITUTE



## CONTACT



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