

Chief Executive Officer – Position Description

Role

The role of the Chief Executive Officer (the “CEO”) of CI Financial Corp. (the “Corporation” or “CI”) is to maximize the value of the business of CI through the development and execution of strategic decisions, aligned with the short and long-term objectives of the Corporation and its shareholders. The CEO is responsible for management of the Corporation’s operations, resources and performance in a manner that strengthens and enhances the Corporation’s position as a leading wealth management firm. The CEO is also responsible for leading and developing key management personnel. The CEO works out of the head office of the Corporation in Toronto, Ontario but is expected to travel as necessary to meet with shareholders, clients and other stakeholders.

Reports to

The CEO reports directly to the Board of Directors of the Corporation (the “Board”) and, together with the Board, strategically assesses the opportunities, risks and challenges facing the Corporation to ensure its continued financial and operational success.

Direct Reports

The CEO shall appoint direct reports as he or she considers appropriate from time-to-time and shall be responsible for the executive reporting structure.

Key Responsibilities

The CEO’s primary responsibilities include, but are not limited to, the following:

1. Lead the development and execution and communication of a formal strategic plan to drive organizational performance, grow the Corporation and enhance the profile and reputation of the business;
2. Appropriately allocate the Corporation’s capital, people and other resources according to the Corporation’s goals and manage the Corporation’s overall financial soundness;
3. Identify and pursue valuable growth opportunities, both organically and through strategic transactions;
4. Ensure the Corporation’s continued focus on developing products that are responsive to the needs of investors as well as innovative investment products to create and develop new demand in order to increase assets under management and maintain and grow the Corporation’s competitive position within the industry;
5. Serve on the Board as a Director of the Corporation;

6. Cultivate a productive working relationship with the Board and effectively communicate with the Board with respect to the Corporation's business, items of importance for consideration and developments that may have material strategic or other implications for the Corporation;
7. Build and lead an effective management team and develop, strengthen and leverage the skills of senior executives;
8. Evaluate the performance of the senior officers of the Corporation and establish and implement an appropriate compensation plan for the senior officers;
9. Develop a succession plan designed to ensure the continued effective management of the Corporation;
10. Set the "tone at the top" and foster a corporate culture that promotes openness, integrity, ethics, trust and corporate diversity and ensures that all decisions are conducive to enhancing shareholder value and promoting the profile and reputation of CI;
11. Ensure the design and implementation of reliable internal control systems and disclosure controls and procedures within the Corporation;
12. Ensure the design and implementation of effective enterprise risk management systems to monitor, evaluate and manage key business risks;
13. Foster partnerships with financial institutions that will enhance our business offering;
14. Manage legal, regulatory and market-driven challenges and assess how such changes affect the strategic direction of the Corporation; and
15. Act as the principal spokesperson for the Corporation, lead and nurture open communication and promote and maintain positive and effective relationships with the Corporation's shareholders, employees, investors and analysts, as well as government authorities, regulators, other stakeholders and the public.

The role of the Chief Executive Officer and President may be filled by one individual. Alternatively, the Chief Executive Officer may, upon the recommendation of the Board, appoint a President to assist the Chief Executive Officer in his or her overall functions. The President, if appointed, will report to the Chief Executive Officer.

Key Characteristics

The CEO should have the following characteristics and experience:

1. Demonstrated organizational and management ability and experience in a C-suite or other senior position with the Corporation or in a similar organizational environment;
2. Financial industry experience with a solid understanding of the mutual fund market and the broader wealth management industry and the ability to speak proactively on issues relating to the mutual fund market, wealth management and financial services;

3. Must be financially literate but does not require financial expertise;
4. A background in sales is helpful;
5. Demonstrated leadership qualities with a proven track record of inspiring and motivating others and the ability to lead an organization through significant industry change and complexity;
6. Excellent interpersonal and communication skills, with the ability to identify and realize beneficial partnerships, establish support and credibility at all levels and foster strong and collaborative working relationships with employees, shareholders, business partners and external stakeholders;
7. Ability to manage multiple tasks in a fast-paced environment and prioritize competing demands in a decisive and confident manner;
8. Experience in dealing with a Board of Directors;
9. Ability to mentor, support and groom internal candidates for increased responsibility which may include succeeding to the role of CEO;
10. Innovative, creative, enthusiastic and high energy individual; and
11. Confidence, sound judgment, integrity and competence in carrying out the role and responsibilities of CEO.