



DEAN COCKELL
BRANCH MANAGER
PORTFOLIO STRATEGIES

Over the years, Dean has become known as “the man with a practical straight forward approach to financial planning.” He is well known for his ability to conceptualize, execute and communicate innovative solutions to both individual and business financial institutions

Dean has earned the MFA (Master Financial Advisor) Designation and Certification. He is also a member of The Canadian Institute of Financial Planners, has a Certificate in Financial Planning (CIFP) and holds his EPC Designation as a charter member of the Canadian Initiative for Elder Planning Studies.

Dean is considered an authority on individual financial and retirement planning. His experience and education have covered a broad spectrum of management skills encompassing visionary leadership; public media relations; training and development; corporate and strategic planning; marketing and sales management; and joint venture/strategic alliances.

Dean has been a speaker at numerous conferences and associations and was the Master of Ceremonies at DAC in 2017. He has taught courses on strategic planning as well as hosting countless seminars and workshops. Each season Dean hosts a seminar series for the public discussing basic financial practices and informative guest speakers

For over 10 years he hosted a weekly radio phone in show throughout the year most recently on CFRW a.m.1290 and on CJOB 68 passing on advice to listeners about financial planning, retirement and investing in today’s confusing market place.

He has been recognized with numerous awards over his 36-year career for his consistent ability to build and maintain portfolio and business development with one of Canada’s major insurance firms.

Dean is extremely involved in the community in the following capacities:

- President/ Governor of the Winnipeg South Blues Junior A Hockey Club
- Member of the Training Committee of the 1999 Pan American Games held in Winnipeg
- General Manager Team Manitoba Viking Cup 2002 World Prospects Tournament -Camrose Alberta
- Charter Member of The Canadian Initiative for Elder Planning Studies –

At DAC, Dean will once again be acting as a Master of Ceremonies for Day 2.