



Ed Weinstein

President, The Brondesbury Group (Canada)

Dr. Ed Weinstein is President of The Brondesbury Group. Ed holds a PhD in Measurement & Evaluation with a minor in Applied Statistics. Measurement & Evaluation is different than Statistics in that it focuses on strategies for “how to measure things”, especially things where a judgment of value (effective /ineffective, working/not working, etc.) is an important part of the measurement plan. Ed is also a licensed Industrial Psychologist.

Over the past 30 years, Ed has developed and run more than 600 studies in financial services for both private and public sector clients. Ed’s private sector clients have included most of the world’s largest banks, as well as a cross-section of Canadian financial institutions. Ed’s public sector clients have included regulators and agencies focused on diverse financial issues including: investor education, financial consumer protection, deposit insurance, trade finance, securities regulation, professional accreditation in financial services, and international development. Several of the public sector relationships are long-term advisory relationships including strategy development, research management, and monitoring of achievement of objectives.

Over the past four years, Ed has delivered six presentations to IFIE members including three webinars. Over the past two years, Ed has also presented to industry associations in life insurance and mutual funds, as well as to their regulators. Regular presentations and reports to Boards of Directors highlight his use of information for organizational decision-making.