



THE INVESTMENT  
FUNDS INSTITUTE  
OF CANADA

L'INSTITUT DES FONDS  
D'INVESTISSEMENT  
DU CANADA

2022

# IFIC OPERATIONS DAY

## John Adams

**Chief Executive Officer**  
**Primerica Financial Services (Canada) Ltd.**

John Adams is Chief Executive Officer of the Primerica Financial Services (Canada) Ltd. group of companies. The group includes Primerica Life Insurance Company of Canada, PFSL Investments Canada Ltd., one of Canada's largest mutual fund dealers, and PFSL Fund Management Ltd., a mutual fund manager.



John has a Bachelor of Commerce from the University of Toronto and is a Chartered Accountant (1982) and Chartered Professional Accountant. Prior to Primerica, he worked for a large accounting firm, a major Ontario university, and an insurance group. He joined Primerica in 2000, was appointed CEO of Primerica Life Canada in 2002 and CEO of PFSL Investments in 2006.

John has served on the Board of the Investment Funds Institute of Canada since 2004 and was board chairman from 2015 to 2017. At various times he has been a member of its Finance, Policy and Operations, Executive, Governance and Dealer committees. He is also Board member of the Federation of Mutual Fund Dealers.