



Jeff Alexander

Principal and Market Executive, Atlantic

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Education

Jeff graduated from Simon Fraser University in 1989 with a Bachelor's degree in Business Administration.

Career and work experience

Jeff is a Principal and Market Executive with Morneau Shepell in Halifax. He is responsible for sales, brand awareness and relationship building across all lines of business in the Atlantic Region. In addition, he is also the national custody practice leader as well as sponsor for several national initiatives. Jeff acts as a point person for many of our client accounts, acting as an escalation point and resource to facilitate change requests or issue resolution.

Prior to joining Morneau Shepell in April 2015, Jeff worked as a senior executive in the financial services space for 27 years in both Vancouver and Halifax.

Other professional activities

Jeff currently serves as a trustee on the Mount Saint Vincent University Endowment and Women's Chair Investment Committee, and is a board member and past chair of the Canadian Pension & Benefits Institute (CPBI) Atlantic Region.

Jeff is a founding board member of the Bridge Centre for Arts and Technology, and a volunteer with Prostate Cancer Canada Atlantic.