

# SHERRY COOPER

[Ph.D. | ICD.D]

**Women's Executive Network Hall of Fame, Canada**  
**Women of Influence Award – Canadian Mortgage Professional**  
**Published Author**

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## SENIOR ECONOMIC ADVISOR

*Detects opportunities and pitfalls in a volatile, uncertain, complex and ambiguous world and charts a path to success*

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**Tenacious, energetic and resolute with high visibility, sets and maintains a concerted approach to communicating issues on global economics and finance.** Transformational and charismatic leader who creates an invigorating work culture based on strategic vision and intellectual stimulation. Assertive and expressive communicator serves as an articulate and confident corporate ambassador relaying facts-based messages on global economics.

### Key strengths:

Executive Leadership	Macroeconomics	Microeconomics
Portfolio Management	Risk Management	Asset Management
Corporate Finance	Investment Banking	Economic Research
Economic Policy	International Business Protocol	Econometrics
Wealth Management	Investment Strategies	Financial Markets
Financial Analysis	Financial Modelling	Resource Management

Developed a stellar global reputation as a commentator on economics and finance, providing forecasts and analysis.

- Executed a vigorous stand to successfully traverse the global financial crisis, contributing to risk reduction.
- Grew credibility of the financial institution, gaining millions in free advertising via extensive media coverage.
- Sought after speaker, recognized as a celebrity megawatt economist by The Globe and Mail.

## PROFESSIONAL EXPERIENCE

Dominion Lending Centres | Coquitlam, BC

2015 – present

### CHIEF ECONOMIST

- Hired as an executive consultant to heighten brand acknowledgement, enhance credibility and strengthen brand awareness as a bona fide trusted financial institution controlling 40% broker-channel market share.
  - Authored reports on economic data, Bank of Canada developments and regulatory changes forecasted to impact the housing market.
  - Distributed reports to multiple media outlets, all company brokers, encouraging brokers to post on each franchise web site and send to clients supported with extensive social media.
  - Appeared in 3 TV adverts during the 2017 Super Bowl reinforced with numerous internal and external industry-related conference presentations including facilitating training sessions at the DLC University.
  - Coached Founder on communications in preparation for an hour-long TV show hosted by Justin Trudeau.

Sherry Cooper Associates | Toronto, ON

2013 – present

### PRINCIPAL

- Appointed by Founder of MDC Partners in New York, an advertising and marketing firm, as Economic Advisor to the Board to relay expert opinion on global economic issues with an emphasis on US and Canada.
  - Enabled dialogue on emerging US Hispanic market and the need to acquire Hispanic advertising firms.

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 SHERRY COOPER ASSOCIATES | continued

- Nominated as an expert witness and wrote a report to the Ontario Ministry of the Environment during a prolonged court case against the directors of a bankrupt company on the cost of pollution remediation.
  - Summarized factual findings highlighting difficulties in attracting directors and officers if government case succeeds and significant economic impact on the Ontario economy with potential corporate closings.

DeGroot School of Business, McMaster University | Hamilton, ON

2013 – 2017

**TMX INDUSTRY PROFESSOR OF FINANCIAL ECONOMICS**

- Chosen by the Dean to introduce Bay Street to faculty and their research, hosting monthly cocktail parties on Bay Street with speakers from faculty; facilitated discussion and understanding.
  - Hosted breakfast meetings with Nobel Prize-winning economists and others, presented an economic and financial outlook 2x/year, spurred great interest and raised Bay Street's awareness of the business school.
- Held 3 economics seminars at the start of the school year to new MBA students, earning a high student rating.

BMO Financial Group | Toronto, ON

1994 – 2013

**EXECUTIVE VICE PRESIDENT + CHIEF ECONOMIST – BMO Financial Group**

2006 – 2013

(6 direct + 10 indirect reports | \$8M OpEx)

- Provided a report focused on the Midwest US, Arizona and Florida economies after BMO acquired Marshall & Ilsley Bank in 2011, broadening the retail, commercial banking and wealth management businesses.
  - Introduced new State Monitor report focusing on 10 US states realizing high praise and US media coverage.
- Asked by BMO's Board to conduct a deep dive into the Canadian residential real estate market to determine the potential of a crash after the housing market rebounded sharply following the global financial crisis.
  - Used Stats Canada and industry data to gain vital information relaying a far different situation in Canada vs the US with limited delinquencies, good personal credit and minimal subprime lending.
- Won the prestigious Lawrence R. Klein Award for most accurate US economic forecast 2006-2009, a period complicated by the financial crisis.
  - Selected mentor Paul Volcker along with Larry Klein to present the award in New York. Audience included blue-chip Wall Street representation. Provided a presentation on the US economic outlook.
- Recognized across Canada's TV, radio, Internet and print media as go-to economic expert communicating why the Canadian economy and financial system performed so well during and after the global financial crisis.
  - Performed exhaustive analyses to confidently articulate, through multiple media channels, the reasons Canada outperformed including comparisons with other countries' regulatory environments.
- Served with authority and discipline as a key expert spokesperson as the 2008-2009 financial crisis worsened.
  - Discouraged panic selling across the bank's customers, initiating a calming influence as stock markets bottomed, creating the most significant buying opportunity in decades.
  - Encouraged BMO in October 2009 to take a bullish stance regarding risk tolerance and advocated for the auto sector bail-out which contributed to a swift recovery in Canada.
- Assigned to interview the newly retired Chairman of the Federal Reserve Board, Alan Greenspan, in Toronto and Vancouver at a special BMO lunch for 300 corporate and institutional clients.
  - Posed questions and debated issues on why the Federal Reserve was so sanguine about the exponential growth of sub-prime mortgage lending in 2006/2007 and why the Fed allowed the creation of collateralized-debt obligations and credit default swaps.
- Navigated through skepticism, anger and chaos, holding the reins as the financial-crisis rapidly spread, which required facts-based tact and diplomacy to communicate the global economic situation that was changing daily.
  - Articulated clear and precise messages to senior BMO executives, Board of Directors, clients and media as a conduit between contacts at the Fed and US Treasury and other economists to relay pertinent information.
  - Shared the analysis through over 150 speeches, interviews and presentations a year.

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 BMO | continued

- Appointed Chief Economist after the merger of two BMO economics departments, mandated to cut \$5M from the \$13M budget without compromising service delivery or operations.
  - Initiated a department review, executed a radical restructure, realigned and consolidated roles while leading the Industry-Risk and Country-Risk Analysis group and the rapidly increasing stress-testing regulatory requirements.

**CHIEF ECONOMIST – BMO Nesbitt Burns & BMO Capital Markets** 1994 – 2006

(4 direct + 12 indirect reports | \$5M OpEx)

- Played a leadership role as Nesbitt Thomson, a 2<sup>nd</sup> tier brokerage firm owned by BMO, acquired Burns Fry.
  - Assumed leadership of the new joint operation of Nesbitt Burns Economics, working through diverse cultural issues while fortifying the new entity's economic mandate.
- Travelled extensively in the US to deliver various presentations to BMO-owned Harris Bank customers regarding the US economic and financial outlook; travelled throughout Europe and Asia to explain investment opportunities in Canada.
- Piloted through currency, oil and economic volatility and global crises, leading and coaching the team through challenges to fulfill service delivery on multiple controversial issues.

Burns Fry Limited | Toronto, ON 1983 – 1994

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**CHIEF ECONOMIST** 1985 – 1994

**SENIOR ECONOMIST** 1983 – 1984

**DIRECTOR** 1986 – 1994

**VICE CHAIR** 1994 – 1994

**CO-HEAD – Global Fixed Income Sales, Trading and Research** 1989 – 1993

- Served with authority and confidence as an economic expert explaining the volatility in bond markets resulting from the Mexican peso crisis, the introduction of the Free Trade Deal and, subsequently, NAFTA.
  - Facilitated daily, weekly communications with colleagues and clients across multiple time zones representing the firm at numerous external speaking engagements and relaying succinct facts-based messages to many global media outlets.
- Led multiple bond sales teams across the world, pioneering the development and use of Canadian Fixed Income Research, a highly mathematical and rigorous field; introduced Bloomberg Terminals on Bond Desk.
  - Hired Fixed Income analysts, compiled innovative data to publish research collaborating with Gifford Fong, a guru bond analyst, to develop the Burns Fry/Gifford Fong Canadian Bond Index.

----- **ADDITIONAL US WORK EXPERIENCE** -----

**Director of Financial Economics** | Federal National Mortgage Association [1982 – 1983]

**Economist** | Board of Governors of the Federal Reserve Systems [1977 – 1982]

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**FORMAL TRAINING AND EDUCATION**

<b>Honorary Doctor of Laws</b>   University of Windsor	2019
<b>Directors Education Program</b>   Institute for Corporate Directors	2014
<b>Data Visualization</b>   Harvard University	2013
<b>Advanced Leadership Program</b>   Rotman School of Business, University of Toronto	2010
<b>Bond Analysis and Portfolio Management Certificate</b>   University of Illinois	1982
<b>Ph.D.</b>   University of Pittsburgh	1978
<b>M.A.</b>   University of Pittsburgh	1976
<b>B.A. – Magna Cum Laude</b>   Goucher College	1972