

# AIMA CANADA FOUNDER INTERVIEWS

AIMA

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PwC



**1 What was the market backdrop and alternative landscape in Canada at the time of your AIMA leadership position?**

When I first joined AIMA's Executive Committee several years ago, the Canadian alternative markets had already made significant strides towards playing a larger role in the Canadian marketplace but we still had not yet achieved the regulatory reforms that has led to the liquid alternative regime we have today.

**2 What motivated you to take on a leadership position with AIMA Canada, at that time?**

The organization I work for is a global member of AIMA and we were one of the founding members of the Canadian chapter. For me, it was about making contributions to the industry while also staying connected with key industry participants.

**3 What were AIMA Canada's primary goals, at that time?**

AIMA has done a lot over the years to solidify its role in helping to be a voice for the industry in regulatory reform, sharing of best practices and thought leadership and giving its members an organized forum that can contribute to their growth and development.

**4 How has AIMA Canada and the Canadian alternative industry evolved since then, in your opinion?**

AIMA really has become a central voice for the sector, focused on industrializing the strength of the industry through best practice sharing, thought leadership, regulatory reform, and, in more recent years, helping to develop the next generation of the sector's leaders.

**5 What key successes did you achieve during your leadership? (What are you most proud of?)**

As Treasurer of the organization now for several years, I have been very proud of our team's efforts to maximize the resources we have to deliver content and value for the members.

**6 Looking ahead, what opportunities and challenges do alternatives in Canada still face?**

As always, regulation, global competition and scale, talent attraction and retention, staying on top and capitalizing on technological developments, and penetrating distribution channels create opportunity and challenges for this sector.

## **7 What key challenges did you face during your leadership? (How did you overcome?)**

In the early years of my role as treasurer, we had work to do to get the financial health of the organization on to a steadier and solid footing, which meant being more focused on using our resources in direct alignment with our objectives.

## **8 How has AIMA Canada benefitted the local ecosystem?**

AIMA's local delivery and development of Canadian focused content coupled with the access to and leveraging of our tremendous global content has helped make AIMA Canada a key voice in furthering the success of the alternatives sector in Canada.

## **9 Any advice or closing thoughts on the current or future state of alternatives in Canada and the important role that AIMA plays.**

Staying true to AIMA's goals of strengthening the industry as a whole, making positive contributions to regulatory reform and sound practices for the sector, and being a facilitator for the continuing development of the members and its people, in my view, are where AIMA makes the most difference here.