

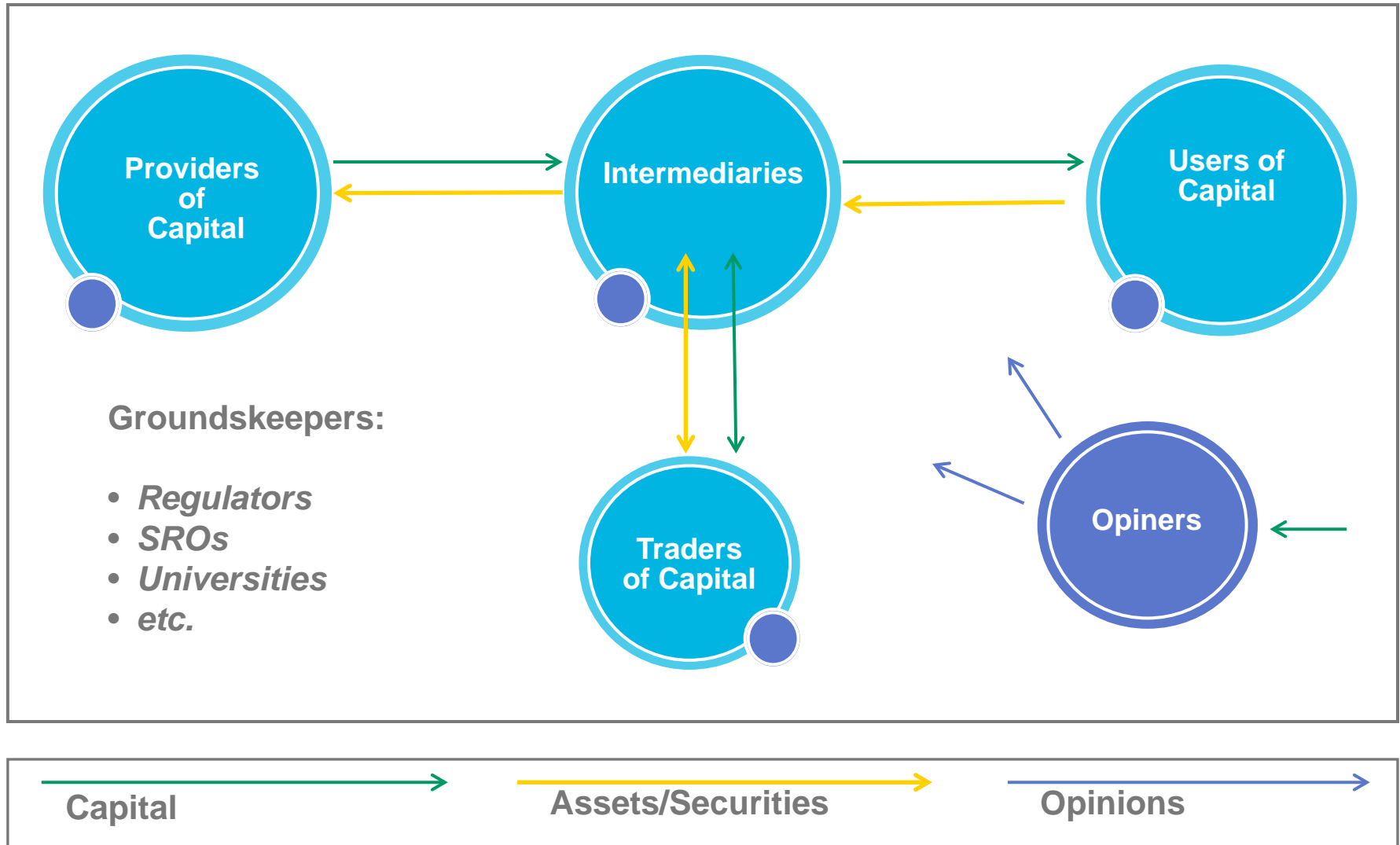
# IMPROVING THE FINANCIAL ECOSYSTEM THROUGH ETHICS & EDUCATION

Tom Robinson, PhD, CFA  
Managing Director, Americas



CFA Institute

# THE FINANCIAL/INVESTING ECOSYSTEM



# PROFESSION

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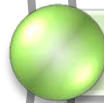
**Professionals**



**Amateurs**



Education



Experience

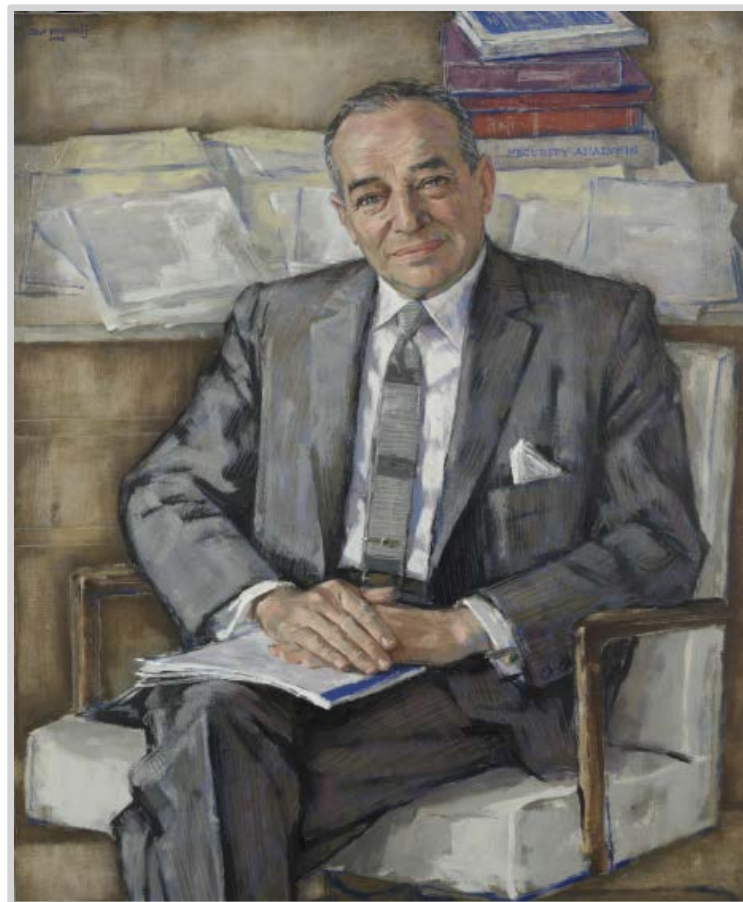


Ethics

# A RICH HISTORY

**“The analyst who qualifies for the rating will have the obvious advantages of prestige, improved ability to get a job, and the chance for higher pay. In addition, he is likely to develop a more professional attitude towards his work and a keener interest in maintaining and advancing the standards of his calling.”**

**Benjamin Graham, the first edition of the *Analysts Journal*, 1945**



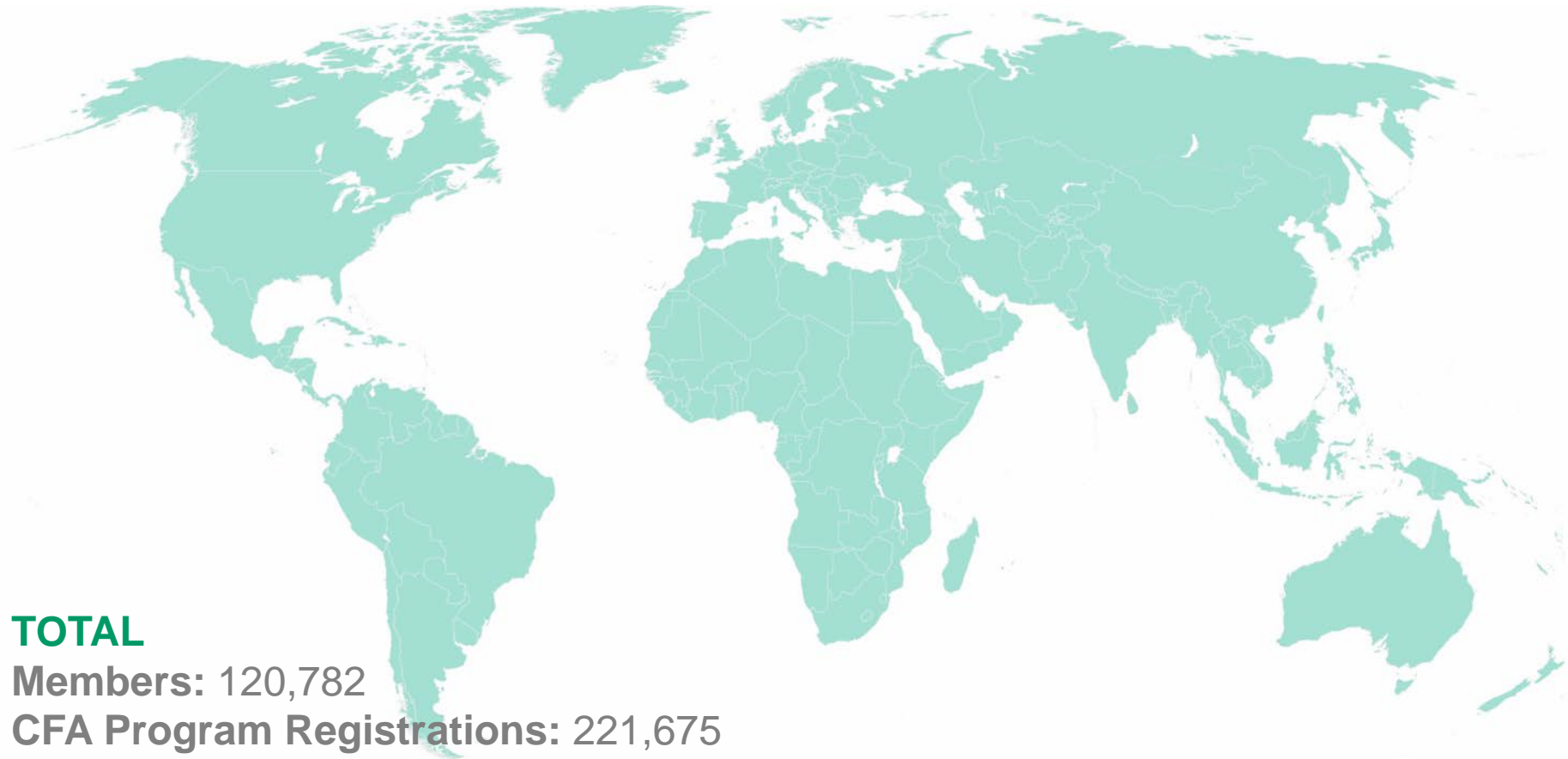


# A RICH HISTORY



*Courtesy of Rip Payne*

# GLOBAL MEMBERSHIP & CANDIDATE REGISTRATIONS



# GLOBAL MEMBERSHIP & CANDIDATE REGISTRATIONS



## **AMERICAS**

**Members:** 77,004

**CFA Program Registrations:** 73,956

**Societies:** 86



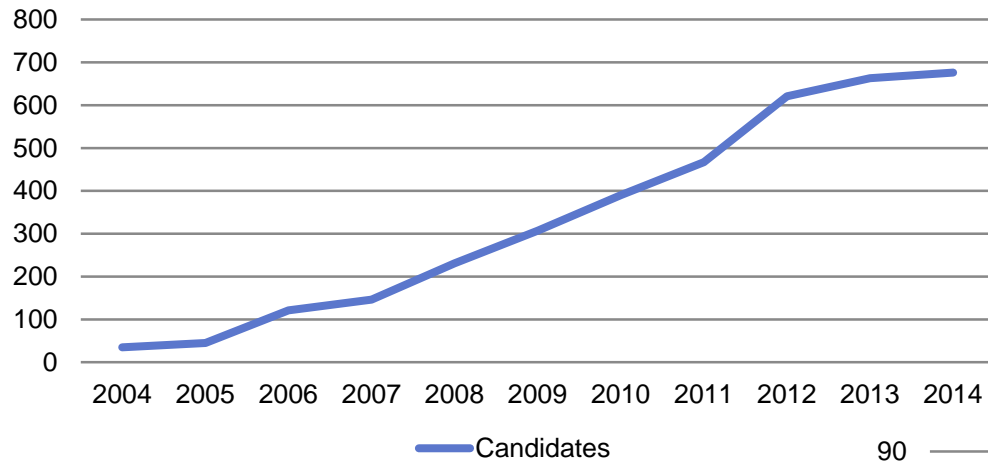


***Education***

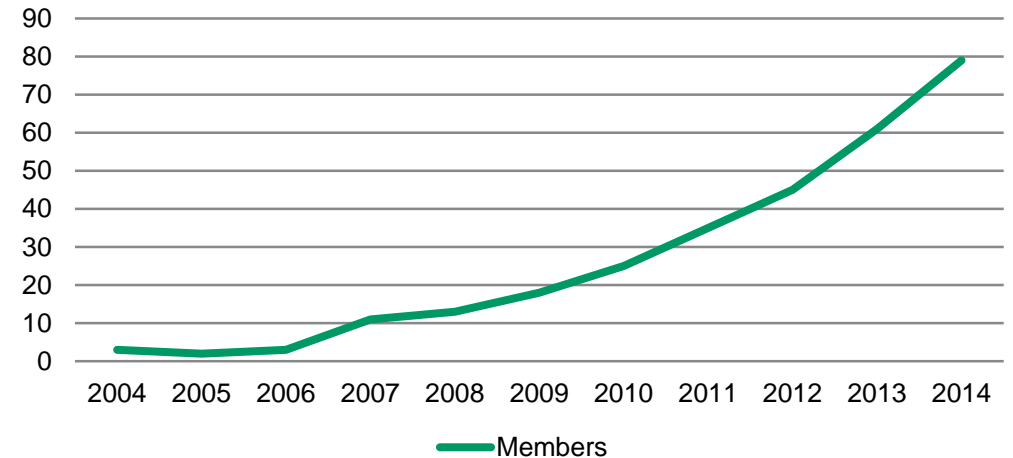
***Ethics***

# PERU – CFA CANDIDATE & MEMBER GROWTH

## Candidates



## Members





CFA Society  
Peru



About Us ▾

CFA® Program ▾

Membership Industry Links

CFA Society Peru

### Welcome to the CFA Society Peru



CFA Society Peru serves its members by providing a regional forum for the discussion of investments, economics and finance. The organization promotes high standards of expertise and conduct among investment managers and analysts.

### Upcoming Events

Actions ▾

Title	Location Info	Start Time
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There are no items to show in this view of the "Events Calendar" list.

### Who is CFA Institute?

CFA Institute is a global, nonprofit member organization of financial analysts, portfolio managers, and other investment professionals.

- [CFA Institute Home Page](#)
- [About CFA Institute](#)
- [Other Member Societies](#)

***Education***

***Ethics***

# WHAT CAN INVESTMENT PROFESSIONALS DO?



Put Clients' Interests First

Help Improve Knowledge

Transparent Products

Help Clients Focus on Risks

Mentor Future Professionals



# WHAT CAN INVESTMENT FIRMS DO?



- Put Clients' Interests First
- Require Continuous Education
- Address Crises Responsibly
- Have Transparent Practices
- Strive for a Conflict Free Model