

Meet TOBY GRAHAM

Marketing Director, Alberta, Customplan Financial Advisors Inc.

We are pleased to welcome Toby Graham as our new Alberta Marketing Director.

Toby brings more than 35 years of experience in the financial services industry, along with a strong reputation for building meaningful relationships and supporting business growth.

His career has spanned both international and North American markets, including his time as Manager of the Canadian Fixed Income Desk in London, UK, and most recently, seven years with RBC Insurance as a Senior Sales Consultant.

What stands out most about Toby is not only his depth of experience, but his perspective. When reflecting on his time in the industry, he often shares that while the industry itself may evolve, it is really the progression of people's lives that shapes the work we do. It is this understanding that continues to guide his commitment to supporting advisors and their clients with care and insight.

We are delighted to welcome Toby to the team and look forward to the value he will bring to our advisor community.

Contact Toby directly at:
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