



Credo Consulting Inc.  
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## **HUGH MURPHY JOINS CREDO CONSULTING AS EXECUTIVE VICE PRESIDENT**

Vancouver, BC, January 17, 2007—David Enns, President, is pleased to announce that Hugh Murphy has joined Credo Consulting as Executive Vice President.

In his new role, Hugh will focus on the continued development of Credo Consulting as one of Canada's preeminent financial services industry research consulting firms. Based in Toronto, Hugh is effectively positioned to champion the firm's growing research presence. In addition to managing research for Credo Consulting, he will represent the interests of Credo's partner firms—kasina and Financial Research Corporation (FRC)—to organizations in the Canadian financial services industry.

Hugh brings to the firm more than eight years of research experience focused within the financial services industry. Prior to joining Credo, Hugh was the Vice President of the financial services research team at Environics Research Group. There for almost five years, Hugh helped numerous asset managers, banks and insurance companies understand how to better connect with Canada's personal financial advisors; he developed brand equity benchmarking processes that have become recognized as the standard within the industry. Before Environics he spent four years as a research analyst with Ernst & Young's renowned Center for Business Knowledge.

Hugh holds a BA in marketing and consumer behavior from the University of Guelph and an MBA in business administration from Dalhousie University in Halifax, Nova Scotia. Hugh's knowledge, experience and expertise are well suited to expand the quantitative and qualitative research solutions that Credo provides to the company's broad base of Canada's financial industry clients.

### **ABOUT CREDO CONSULTING INC.**

Credo Consulting Inc. is a research and consulting firm focused on providing solutions to Canadian asset managers on product development, distribution, and marketing strategies. Credo brings best practices and industry analysis from both the US and Canada to their boardrooms to help them interpret and leverage industry trends in developing cutting edge business strategies.

Established in 1998, Credo conducts market and industry research and consults on both strategic and tactical assignments across a broad range of financial services markets, business lines and product categories. Our more than 50 clients include Canada's leading asset managers and distributors that represent 90% of the assets under management in Canada.

In addition to our own proprietary Canadian research, Credo has built relationships with two US firms, Financial Research Corporation (Boston) and kasina (New York), to bring their unique perspective and knowledge base to our Canadian clients. [www.credoconsulting.ca](http://www.credoconsulting.ca)

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