

A life designed with financial decisions

Anne Maggisano is a CFA charterholder with Toronto-based Burgundy Asset Management Ltd. She reflects on the unconventional path she took to reach her current role, the passion she has for her work, and how she's sharing that passion with other female investors through the Women of Burgundy initiative.

BY ASTRID VAN DEN BROEK
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sessions, blog posts, keynote speaker events, and even a book club. “I believe every woman deserves to play an active role in the decision about how she wants to live her life,” she says, “Financial competence and decisions play a huge role in designing your life, and the earlier a woman can get involved with her finances the better.”

MAGGISANO CAN RELATE. AFTER COMPLETING AN HONOURS Bachelor of Sciences and then an Honours Bachelor of Arts, both at the University of Toronto, she graduated with one keen insight: “I’d been in school for a long time, and I realized that whatever job I ended up in, the most important thing was knowing how to build and preserve my own wealth.”

Thus began what she describes as ‘the road less travelled’ into the world of finance. Her first step was self-directed research on legendary investor Warren Buffett. “I started reading the books about his investment philosophy and they really resonated with me,” she says. It wasn’t that having a career in finance was her primary objective; she simply realized the importance of learning more about investing. She continued on the path and earned her Canadian Investment Manager designation in 2007, landed a role at Burgundy a year later, and ultimately secured her CFA charterholder designation in 2012.

ANNE MAGGISANO HAS FOUND HER PASSION, AND SHE KNOWS that it has been critical to her success in the business. It enables her to enjoy all the hard work that’s necessary to be excellent in her field. “I work in a firm that has some of the top investors in Canada, and they are extremely passionate about what they do. And you can’t compete at that level if you’re not really interested in it or you think you just want a certain title on your resume.” Maggisano has earned many titles on her path so far but her passion has been driving every one of them.

IT’S A SCENE THAT STANDS OUT IN ANNE MAGGISANO’S MIND.

A client called her one morning and asked to meet as soon as possible. That afternoon in Anne’s office, the client admitted that she’d never really been involved in the investment decisions in her marriage because she felt it was over her head. She also knew that she had to change because if anything ever happened to her husband she wanted to be able to take care of herself. The client felt comfortable talking to Anne about her concerns because she was a fellow woman.

“At that moment I felt completely humbled by her because it was an extremely vulnerable thing for her to do,” says Maggisano, “I also knew that we had to really start engaging and educating and empowering our women clients around issues related to investments.”

Following that fateful client meeting, Maggisano and her colleagues formed a unique group within the organization: The Women of Burgundy. With some 300 members to date, its goal is to work with women and inspire them to make investing a priority via lunch