

Duncan MacPherson

Co-CEO, Pareto Systems and Pareto Platform

As co-founder and co-CEO of Pareto Systems and Pareto Platform, an industry leading business development firm and ASP (Application Service Provider) dedicated to the elite professionals and companies within the financial services sector, Duncan and his team of consultants are in constant demand for speaking engagements and for assisting Financial Services Professionals create predictable, sustainable, and duplicable businesses. Pareto Systems is well known for its approach, which is based on best practices and for its focus on implementation. ParetoPlatform has now taken that expertise to a whole new level by combining practice management strategies with a powerful web-based client relationship management system – **paretoplatform**.



Duncan travels extensively throughout North America, conveying dynamic and fact-rich presentations that have made him a popular spokesperson for the financial services industry.

Duncan's expertise in demystifying business development and marketing in the financial world has universal appeal; from the high-level advisor to the successful wholesaler, to corporate financial institutions. Duncan's primary goal is to help Financial Services Professionals achieve liberation and order in their businesses through step-by-step methodology and execution.

Duncan is an industry author and has written the best-selling books: *Breakthrough Business Development*, *Take Your Business to THE NEXT LEVEL* and *The Promise of the Future: A Financial Advisor's Guide to Effective Marketing*. He is also co-creator of the **paretoplatform**, which combines the essential CRM tools with an all-encompassing array of time-tested practice management and business development processes that ensures Pareto Platforms' revolutionary BDRM platform will take one's business to the next level.

For more information on Duncan MacPherson, or to check availability for your next event, please contact Pareto Systems at 800-215-3294. Duncan can be reached by email at dmacpherson@paretosystems.com.