



The Prairies & Atlantic



Regional Manager:
Jennifer Schafer

**Associate
Regional Manager:**
Shawn O'Brien



**Assets under
management:**
\$7.2 billion



Branches:
6 + 5 sub-branches



Wealth Advisors:
56

Branch locations:
Winnipeg, sub-branches
in Thunder Bay, Brandon,
Saskatoon, Regina,
sub-branch in Yorkton,
Halifax, Halifax Spring Garden,
Moncton, sub-branches in
Saint John, Fredericton

Jennifer Schafer

Regional Manager



- › **At NBFWM:** Since July 2011, joined as part of Wellington West acquisition.
- › **My role with the team:** I lead a team of colleagues who manage The Prairies and Atlantic Canada region. As a group, we are committed to removing obstacles while helping foster an environment of growth. We are here to serve our advisors so that they can help clients reach their desired outcomes.
- › **Education:** University of Saskatchewan
- › **Personal:** I am married and we have one son. I grew up in Swift Current, Saskatchewan, but we have made Winnipeg our home. I enjoy leading an active lifestyle. When I am not accompanying my son to the hockey arena or ball field, I enjoy biking and training.
- › **Why I stay at NBFWM:** I choose to work here because of our people. My role in management is challenging yet rewarding.

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NBFWM is a great place to build your business. What separates us from other large dealers? Our state-of-the-art technology platform, and our entrepreneurial culture. But, the biggest differences are our people and our commitment to assist advisors in having a positive impact in the lives of their clients.

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Shawn O'Brien

Associate Regional Manager



- › **At NBFWM:** Since October 2018
- › **My role with the team:** I work with our regional management team who manage The Prairies and Atlantic Canada. I see my role as an extension of our advisor teams, and I help advisors embrace and take advantage of our ever-changing marketplace.
- › **Education:** Acadia University
- › **Personal:** I am married and have four adult children. I grew up in Halifax and have lived and worked in both Montreal and Toronto. I have an extensive background as a hockey scout and a new passion for personal fitness.
- › **Why I stay at NBFWM:** I am proud to work here. What struck me instantly was the culture. To me, NBFWM feels much different from the other firms where I have worked. We have a youthfulness and energy that I have not experienced anywhere else. As a former advisor, I have empathy and understanding for advisors' challenges. I get great satisfaction when they have success. NBFWM is different in that we are company that is responsive to advisor needs with the sole focus on building client loyalty.

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I joined NBFWM after 10 years at another large bank-owned firm. NBFWM feels like a boutique, not a bank. The biggest difference here is that my management team is responsive and cares about me as well as my clients.

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Derek Kitchen

Wealth Advisor,
Fredericton, NB