

Pareto Systems CEO Duncan MacPherson

Duncan is the CEO of Pareto Systems, an industry leading business development firm dedicated to the elite professionals and companies within the knowledge-for-profit sector. Duncan and his team of consultants work with professionals in a wide range of fields including Financial Services, Insurance, Accounting, Legal, Mortgage, and Consulting to 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.

As a speaker in high demand, Duncan travels extensively throughout North America and around the world, conveying dynamic and fact-rich presentations that have made him a popular spokesperson for the knowledge-for-profit 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 Professionals achieve liberation and order in their businesses through step-by-step methodology and execution.

Duncan is also an industry author and has written two best-selling books: *Breakthrough Business Development, Take Your Business to THE NEXT LEVEL*, and the recently released *The Advisor Playbook*. Achieving a business breakthrough is done by design, not by luck or chance. Duncan offers a clear plan to take your business to the next level.

Beyond the office, Duncan loves spending time with his wife and two sons. They enjoy the four-seasons

playground they call home in beautiful Kelowna, British Columbia, Canada. He enjoys staying active with recreational activities such as golf, tennis, and skiing.

"Busy doesn't mean productive. Productivity comes from having a plan and a process and the ability to communicate that to clients."



Duncan MacPherson
Speaker | Business Coach | Author