



Mark Harbour, CFA, Named April Volunteer of the Month



CFALA has expanded significantly over the last 15 years, in membership, influence and in the breadth of programs it offers. Mark Harbour, who has served in a variety of key leadership roles since joining the society in 1999, has been a steady hand and guiding force throughout that time.

“In the early years, one of the things I did was work with Larry Brody to get the Applied Behavioral Finance group off the ground,” Harbour recalled. “Another early role was coordinator of programming, helping to put together an overall schedule of programs for the society that drew from all the interest groups.”

In addition to strengthening CFALA from within, Harbour is concerned with safeguarding the reputation of the investment industry as a whole.

“More recently, I have been active in the Advocacy and Ethics Committee, which works to demonstrate to the public that people in our industry can be trusted,” he said. “We talk about self-policing and how we can squeeze out the bad actors, and we also talk with the regulators to be sure we are supporting them in designing effective compliance rules to ensure that people in our industry are held to appropriate standards in dealing with clients and in their overall business practices.”

Harbour collaborates with other business leaders to ensure that CFALA remains relevant and innovative.

“One active element of my work with CFALA is catalyzing the Strategic Advisory Council,” he said. “That group works to forge an active communication and collaboration network with key leaders in major organizations in our area such as Payden & Rygel, Doubleline, TCW, USC, Dimensional Fund Advisors and others. Our goal is to shape

the programs, education, and activities of CFALA in alignment with the perspectives of key industry leaders – and be a forum for open exchange of ideas among that leadership group.”

Harbour has a high regard for CFALA and its members.

“In terms of professional organizations, I view the CFA Institute as perhaps the key organization for the industry, and of course CFALA is one of the large societies,” he said. “Volunteering is an opportunity for me to have an impact there. On a personal level, the people I’ve met who are part of the organization have an unusual intellectual curiosity that I find attractive.”

Harbour and his wife, Bernadette, are a financial advisory team with Morgan Stanley, where his professional role is senior integrated wealth manager to the high net worth market segment. He also spent five years with Northern Trust Bank as Western Regional Director of Wealth Advisory Services, seven years with Ernst & Young, LLP, and eight years with Asset Management Group. Prior to that, as a CPA, Harbour was a practicing tax professional.