

Let's Talk Business

For Ted Rogers Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

A Day in the Life of an Account Executive

This report profiles a TRSM alumni working in the fintech space. He provides you insight into 'a day in his life' at Clearco.

He also weighs in on important trends within his field and shares invaluable information relevant to those of you aspiring to break into this industry.

Fintech (Financial Technology) is a term used to describe tech companies operating in the financial services sector. Fintech companies are often start-ups that have developed innovative technical solutions in areas such as capital markets, lending, personal finance, wealth management, insurance, blockchain and crypto, and digital banking.

Meet Ash Singh, TRSM Alumni (BTM 2020)

Ash graduated in 2020 with his Bachelor of Commerce in Business Technology Management from TRSM. He worked previously as a *District Manager* at ADP, a *Product Analyst* at Loblaw Companies, and a *Business Analyst* at IBM.



He currently works as an *Account Executive* at Clearco.

An Account Executive is generally a business development role that is focused on building new relationships with clients while managing existing ones. Clearco, whose motto is “for founders, by founders”, provides equity-free capital to e-commerce businesses.

Q: What do you do on a day-to-day basis as an Account Executive at Clearco?

- A:**
- I sell across Canada and the US, so due to time zone constraints, I focus my morning around writing outbound prospecting emails (TOFU- top of funnel). In addition, I prep for client meetings I have later that day.
 - Before completing prospecting and meeting sessions, I'm researching the company - potential growth/seasonality they may be seeing, industry trends, and finding decision makers in the company.
 - By 12 noon, I am calling prospects in an effort to build my pipeline and I run meetings/demos as an effort towards achieving my targets.
 - Towards the end of the night, I dedicate about 30 mins to an hour to build a list of prospects to contact the following day.

Q: What technology platforms do you use in your role?

- A:**
- Clearco mainly uses two CRM platforms- Salesforce and Outreach. The Salesforce platform manages all my prospects, opportunities, and helps me move deals forward into final stages. I use Outreach to manage my sequences (how often and through what method I am contacting prospects).
 - Gong is also used often as a "source of truth" - where I can look back on past calls to ensure I am fully prepared for the next one. My team and manager can also comment on my calls to coach and critique, allowing me to consistently improve on weak points.



Q: How does your industry impact the world?

- A:**
- Clearco enables founders to acquire capital at "founder friendly" terms. Rather than taking a piece of equity of a business or tying the owner to personal guarantees, we enable them to have peace of mind, maintain control, and ultimately, grow their business!

Q: Which industry trends should TRSM students be aware of?

- A:**
- Students should be aware of as many industry trends as possible. With Clearco, I work with businesses across all industries. I need to be aware of macro-economic changes like rising interest rates, as well as trends and pain points of specific industries like fashion, food & beverage, etc. This really helps me empathize with clients, know where there are potential blockers for their business, and how we can best serve them.

Q: What advice would you provide a TRSM student who aspires to work in Fintech upon graduation?

- A:**
- The best advice I can share is to network and be flexible.
- The biggest thing I've realized through my career, thus far, is that people are more than willing to help, you just have to come prepared, show interest, and ensure you aren't wasting their time.
 - What I mean by being flexible is that fintech is constantly changing - whether that be through industry or global economic trends. You must be adaptable and be willing to 'buy into' the process with the end goal in mind.

Interested In Learning More?



FinTech Canada Conference

Fintech Canada is a conference organized by the Digital Finance Institute.



MaRS Discovery District

A Downtown Toronto-based incubator providing services to start-ups, MaRS has a dedicated jobs board to help you find work at tech start-ups - fintech included.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.



Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)



Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



Career Consultant Tanya Skydan

Tanya Skydan is a Career Consultant with 5+ years of campus recruitment experience. Tanya is a TRSM alumni who is passionate about providing students the tools needed to be successful in the workplace today and the future.



Student Contributor Julian Davis

Julian is a 3rd year Economics and Management Science student, working at the BCH as a Data Analyst. He is passionate about value-driven data science and analytics, particularly in the field of finance and insurance.



Student Contributor Ajenth Suthanathan

Ajenth is a 4th Year Human Resources Management student working part-time at the BCH. He is an aspiring HR professional looking to join the Talent Acquisition field.