Sustainable Market Strategies

Sustainable Market Strategies is an independent investment strategy research service which tracks global developments in the ESG and impact-investing space. SMS identifies data-driven, top-down global ESG and impact-investment trends and devises to-the-point strategies in all asset classes over a one to five-year horizon. They help their clients improve the value-added of their ESG strategies and help them remain at the cutting-edge of global markets and ESG trends. Their world-class team brings decades of capital markets, economics, finance, policy, engineering, academic research and sustainable investing experience to their clients.

What do they offer: SMS publish weekly ESG research investment notes that cater to portfolio managers and C-Suite audiences, in addition to in-house ESG teams. Their publications are news-driven, based on data from multiple sources and discuss material, top-down ESG themes across all asset classes. In addition to research, they also support clients in delivering on their ESG strategy by contributing through bespoke research and publications.

SMS unfair advantage is their ability to bridge the gap between ESG strategy and financial performance through unique strategic and financial analysis skills i.e. transforming ESG strategies into alpha-generating ideas.

Why SMS: They have close to four decades of cumulated experience in the financial sector, capital markets, economics, business management, sustainability and policy. They are finance, sustainability and governance experts with a strong entrepreneurial mindset. They strongly believe that ESG is poised to be a major "Big Data" differentiator in investment management in the year to come and their goal is to help their clients be at the forefront of this space through their cutting-edge research.

Sustainable Market Strategies is based in Montreal, Canada and was founded by François Boutin-Dufresne and Félix-A. Boudreault in 2018. François is an economist and investment strategist with almost 20 years of international experience as an economist in policy making, capital markets, sustainable finance and development finance. He held roles at the International Monetary Fund, the Government of Canada and, most recently, in capital markets, and is currently a part-time MBA lecturer at HEC Montréal. A father of four, François is an avid cyclist and outdoorsman.

Félix is an engineer-MBA with over 15 years of experience in energy, environmental policy and sustainable finance. Félix worked on environmental policy for the Government of Canada - including as Director of International Climate Change Negotiation in the lead up to the Paris Agreement and as Chief of Staff to the Deputy Minister at Environment and Climate Change Canada. Félix also worked for think tanks, private companies and international organisations such as the OECD and has also authored several articles, op-eds, and book chapters on green growth, energy and environmental policies. Félix currently lives in Brazil with his wife and son and is an avid runner and struggling kitesurfer.

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