SIGMALIGN MEDIA KIT

Kris Podolski, CFP, CIM

Founder and CEO, Sigmalign Behavioural Intelligence Inc. | Toronto



> **How people really decide about money, from someone who has spent 20 years across the table from them.**

WHY KRIS MAKES A GOOD GUEST

Kris spent more than 20 years as a financial advisor, including through the 2008 financial crisis and the March 2020 market crash. He explains why sensible people make costly money decisions under pressure, and what helps. He's direct, uses plain language and works well in a short TV segment or a long podcast conversation.

INTERVIEW TOPICS

The number Canadians have never seen

Timely: January to March 2027

In early 2027, annual statements will show investment fund costs in dollars for the first time. Kris explains why "$1,700" feels very different from "1.7%," how people are likely to react, and what to ask your advisor before you act.

Sample questions: Should I be alarmed by my number? Is it worth moving my money? What does a good fee conversation sound like?

Why smart people panic

Evergreen; ready the day markets drop

When markets fall, fear, regret and following the crowd take over. Kris guided clients through the 2008 crisis and the March 2020 crash. He explains what happens in a downturn and how to plan for it before the next drop.

Sample questions: Why do people sell at the bottom? What should I do this week? How do I keep my partner from panicking?

Does your advisor know how you decide?

Consumer and advisor audiences

Most advisors record your risk tolerance. Few understand how you behave under stress. Kris explains the difference and what a better client conversation looks like.

The risk nobody measures

Trade press, advisor podcasts and long-form only

Kris argues that client behaviour is the least-measured risk in Canadian financial advice. He also describes how Sigmalign built its assessment with care: an independent scientific review led to a full redesign before any advisor pilot.

Book Kris

kris.podolski@sigmalign.ca | linkedin.com/in/k-podolski | sigmalign.ca

Available on 2 hours' notice, schedule permitting

In studio in Toronto or remote (HD camera, standalone microphone, quiet and well-lit space) | **Interviews in English**

Short bio

ABOUT 50 WORDS

> Kris Podolski, CFP, CIM, is the founder and CEO of Sigmalign Behavioural Intelligence Inc., a Toronto company developing a behavioural assessment for financial advisors. Over more than 20 years as an advisor, he saw how fear, regret and overconfidence shape money decisions, and he explains them in plain language.

Long bio

ABOUT 150 WORDS

Kris Podolski, CFP, CIM, spent more than 20 years as a financial advisor in Canada at a variety of firms, from large bank-owned wealth managers to boutique firms. He worked with clients through the 2008 financial crisis and the March 2020 market crash. Over that time he saw advisors making big decisions about client psychology based on gut feel, with no structured information to go on.

That led him to found Sigmalign Behavioural Intelligence Inc., which is developing a behavioural assessment that helps advisors understand how clients are likely to decide under pressure. It's designed to sit alongside the standard know-your-client process, not replace it.

Kris has written a LinkedIn article series on fee transparency and the value of financial advice. He has appeared on John De Goey's Make Better Wealth Decisions podcast and will co-present an Advocis Toronto professional development webinar in 2027. He lives in Toronto.

About Sigmalign

Sigmalign Behavioural Intelligence Inc. is a Toronto-based company developing a behavioural assessment for Canadian financial advisors. After an independent scientific review, the assessment is being redesigned under the oversight of Scientific Advisor Dr. Ann-Renée Blais, PhD. Her role is to oversee how the assessment is developed, not to endorse its results. The assessment has not yet been validated. Validation research and an advisor pilot are planned for the first half of 2027. Members of Sigmalign's Advisor Council are listed at sigmalign.ca/council.

Appearances and writing

Make Better Wealth Decisions with John De Goey
Podcast guest, November 2026

Advocis Toronto professional development webinar
Co-presenter, 2027

LinkedIn article series
Fee transparency and the value of financial advice

Headshot



High-resolution headshot available on request by email.
No photo credit required.

Media contact: kris.podolski@sigmalign.ca