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Fraser Stark leads the Longevity Retirement Platform at Purpose, bringing more than 20 years of global business leadership and a passion for driving change and solving challenging problems with technology. Before joining Purpose, he most recently served as head of industry at Facebook Canada for Retail and eCommerce. Prior to Facebook, Stark held several roles at Influitive, a B2B marketing software startup, as well as a number of years consulting with Bain & Company and Jackman for clients in the retail banking, asset management and pension management sectors. He earned an M.B.A. degree from Stanford University and an H.B.A. degree from Ivey at Western University.