



Cesar Bastidas  
Director, Advisor Advancement Institute  
*New York Life Investments*

Cesar Bastidas joined New York Life Investments as Director, Head of Internal Sales leading a team of 39 sales professionals (comprised of Internal Advisor Consultants and Sales Managers) and today is a Director of the Advisor Advancement Institute. Cesar is responsible for development and delivery of various practice management themes across various topics including Building Effective Teams, Sustainable Investing and Client Acquisition & Retention to assist Senior Management and Financial Advisors at strategic partner firms.

Prior to joining New York Life Investments, Cesar spent 17 years at OppenheimerFunds in various sales, training, and leadership roles.

Cesar graduated from St. John's University with a Bachelor of Science degree in Marketing and holds FINRA Series 7, 63 and 24 registrations. Cesar resides in New Jersey with his wife and 3 children.