



Theoniel McDonald CFP®

Head of Financial Planning

Theoniel has been a financial advisor and wealth manager for more than 20 years. He has held various leadership positions, including Managing Director of Wealth Associates Central and Wealth Associates Fiduciary Services and also served on the main board of Wealth Associates.

Theoniel has been a member of the Financial Intermediary Association of South Africa since 2014 and has served as the Vice President of the organisation from 2021 to 2023. He holds a Post Graduate Diploma in Financial Planning (UFS) and an MBA (UFS). Theoniel was recently appointed to the Board of Carmel Wealth and will look after the interests of minority shareholders.

Education

Post Graduate Diploma in Financial Planning (2006)

University of the Free State

MBA Business Administration (2007 - 2009)

University of the Free State

Work Experience

Wealth Associates (2006 - current)

- Employed with Wealth Associates since 2006 (18 Years)
- Managing Director of various Wealth Associates (WA) Businesses over the years including:
 - Wealth Associates (WA) CBS
 - WA Central
 - WA Fiduciary Services
 - WA Financial Advisors
- Member of the Wealth Associates South Africa Board from 2013 to 2023
- Strategic Marketing Director from 2020 to 2023
- Wealth Manager and Certified Financial Planner®
- From 2023 - May 2024: Head of Operations and EXCO member
 - Focus areas included:
 - Client onboarding and servicing;
 - Advisor onboarding and overall support and quality control
 - Compliance and regulatory oversight
 - Overall operating model
 - Business Integration

From 1 June 2024: Head of Financial Planning

FIA Executive Roles

- FIA Board of Directors since 2015
- FIA Vice President 2021-2023
- FIA Executive Management Committee 2021 to 2023