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With 25 years of experience in the insurance and employee benefits industry, Aimee is a results-driven sales director specializing in group benefits for Canada Life. She currently leads a high-performing sales team that helps organizations design and implement comprehensive benefits packages that promote employee well-being and improve organizational success. By combining market insight, data-driven strategies and a client-first approach, Aimee provides proactive and valuable advice, fostering a culture of collaboration and innovation that ensures benefit solutions are tailored to meet the unique needs of diverse clients. Before joining Canada Life in 2024, Aimee was a senior health and benefits consultant at Mercer, a global leader for innovative and strategic health and benefits solutions. There, she acted as a subject matter expert in aligning group benefit programs with corporate goals, helping organizations achieve cost sustainability while delivering positive employee outcomes. Aimee holds an honours degree in economics and business administration from Wilfrid Laurier University and earned her Group Benefits Associate (GBA) designation through the International Foundation of Employee Benefit Plans and Dalhousie University.