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Colleen Baker is a nationally recognized leader shaping the future of enterprise benefits strategy in Canada. As partner and vice president of National Enterprise Group Solutions at People Corporation, she works with executive teams across complex, multi-jurisdictional organizations to align benefits strategy with business priorities, resilience and workforce expectations. Known for her ability to connect strategy, governance and real-world execution, Colleen brings a rare enterprise perspective that consistently drives stronger client and member outcomes. Her work influences not only the organizations she advises, but the broader direction of the benefits industry itself. Colleen holds her Certification in Global Benefits Management, chairs the Canadian Corporate Committee, and serves as a member of the Canadian Board and the Canadian Strategic and Program Planning Committee of the International Foundation of Employee Benefit Plans. She has also been recognized with both the CEO Sales Professional Award and the President's Sales Professional Award for exceptional client and member impact.