



Martina Franchi

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Martina joined the WTW Health & Benefits team in 2015 after spending 17 years with another global consulting firm. After managing the Vancouver Health & Benefits, in February 2021 she became the Western Canada Market Leader.

As a senior practitioner Martina has worked with organizations of varying sizes and in various industries providing advisory services on all aspects of plan management, delivery and financial issues. She specializes in plan redesign, including benchmarking, consolidation and carrier management. She has extensive knowledge on pharmacy and disability management best practices, including cost containment measures to mitigate cost escalation.

Martina holds a Bachelor's degree in Commerce from the University of British Columbia where she was awarded outstanding female graduate. She has volunteered with a number of not-for-profit organizations, most notably she served on the Board of Directors for the Arthritis Research Centre. She is a licensed life insurance agent.