



Colleen Baker

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Colleen Baker brings over two decades of strategic leadership in business development and corporate enterprise accounts to her role at People Corporation. As vice president of national enterprise strategy, Colleen has built a strong reputation for her expertise in aligning corporate benefit strategies with organizational culture and employee engagement initiatives. She serves as a pivotal partner to key stakeholders, HR professionals, and insurance providers, leveraging her deep understanding of employee group benefit plans and HR strategy. Colleen's unique ability to help plan sponsors pivot and respond to operational changes lies in her comprehensive analysis of the needs of both employers and employees. By creating balanced and customized benefits programs that align with a company's objectives and values, she ensures organizations can adapt seamlessly to change. Her strategic approach helps organizations design competitive employee benefits strategies that not only support their overall success but also position them as industry leaders. In a labor market where top talent is highly sought after, offering attractive benefits packages gives companies a competitive edge and helps them retain their best employees. Ms. Baker holds certifications including the Life License Qualification Program (LLQP), a Certificate in Global Benefits Management and a Certificate in Total Rewards. She is actively involved in shaping industry standards as a member of the International Foundation of Employee Benefit Plans Canadian Corporate Committee, ensuring she remains at the forefront of emerging trends and best practices in the benefits landscape. Through her strategic approach to HR and benefits, Colleen helps organizations create positive work environments and strong company cultures, leading to higher employee satisfaction, increased productivity, and, ultimately, improved business outcomes.