



Cindy Hay, CEBS

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Cindy Hay is the national vice president responsible for the commercial operations of People Corporation, a leading Canadian provider of group benefits and retirement solutions. In her role, Hay oversees the creation and deployment of the strategy, distribution and design of the division. She steers the enablement of growth and is responsible for the management of divisional performance of the medium and large market segments. She leads a team of senior leaders responsible for the commercial success of the division. Hay is an award-winning executive leader with over 20 years of leadership, benefits and business operations experience. Her leadership, deep industry knowledge and commercial strategy background provide solutions to teams, clients and industry. She is often cited as a mentor and coach, and she greatly values the relationships she builds. Hay is a valued and trusted leader who instills trust and enthusiasm for the high-performance teams she leads. As an influential speaker and frequent author, Hay publishes and presents at various industry conferences and events, bringing in-depth benefits experience and strategic design knowledge to her audiences. Hay acts as a trusted advisor to her clients and often oversees strategic relationships in an executive sponsor capacity. She sits on the Group Insurance Pharmaceutical Committee (GIPC) as well as volunteers as an official with Swim Canada and Durham Victim Services. Hay is a past president of the Toronto chapter of ISCEBS. She holds a bachelor of arts degree in law, has earned her Certified Employee Benefit Specialist® (CEBS®) designation and is Life Licensed (LLQP).