

Value Proposition

Michael is a dynamic business leader with deep expertise in financial services and technology innovation. He excels at leveraging data to uncover challenges, highlight competitive differentiators, and identify untapped capabilities. With a keen ability to recognize real gaps in the market, he designs business and technology solutions that drive growth into new and adjacent markets and channels. With a strong foundation in technology, Michael understands how to architect systems that align with business needs, creating long-term, sustainable advantages. His strategic mindset ensures organizations stay ahead in an ever-evolving landscape. A servant leader, Michael cultivates an open and transparent environment where teams feel empowered to learn, grow, and tackle challenges head-on. He builds commercially savvy, collaborative teams that push boundaries, deliver results, and drive continuous improvement. Passionate about leadership development, Michael is committed to fostering a strong talent pipeline to support future business success.

Selected Achievements

- Transformed a division from it losing market share to growing at over 200% of the industry rate by developing new channels, enhancing sales capabilities, and improving customer retention.
- Created a digital roadmap for an operating division, leading the implementation of new platforms for advisors, sponsors, and members, achieving industry survey scores of:
 - #1 all-around capability rank with main target audience, and
 - Top 3 Net Promoter Score in all distribution channels.
- Leveraged existing corporate capabilities to launch a new product division, filling a gap in the small and medium-sized business market. Created a partnership with a large distribution partner to enable deposits in excess of \$100 million.
- Led business teams to identify synergy calculations determining optimal investment price in multiple successful acquisitions and investments in the \$10 to \$20 million range.
- Built and improved business Project Management Offices to better align with business priorities and improve project outcomes.
- Developed and implemented numerous significant new market launches, enabling companies to enter adjacent markets, enhancing growth and profitability.

Experience

- Empire Life: Senior Vice President Group Solutions (2019 - 2024)
- Empire Life: Vice President Group Products and Marketing (2016 - 2019)
- Collins Barrow: Vice President Actuarial Services (2015 - 2016)
- CIBC: Vice President Business Effectiveness, Mortgages, Lending, Insurance and Deposits (2011 - 2014)
- CIBC Insurance: Senior Director, Products and Marketing (2001 - 2011)
- Scotiabank: Various Roles (1995 - 2001)

Qualifications

- Bachelor of Arts (BA), Geography, University of Calgary
- Schulich School of Business, Financial Services Leadership Program
- Queen's Executive Development Centre, Marketing Program

