

Jean-Michel Lavoie



Regional Vice President, Quebec Region, Group Retirement Services

Sun Life is pleased to announce the appointment of Jean-Michel (JM) Lavoie as RVP, Quebec Region, Group Retirement Services. In this role, he leads, manages and coaches a team of high performing Business Development and Client Relationship Executives.

JM joined Sun Life in February 2013 as Director, Pharmaceutical Benefits and was promoted to Assistant Vice President, Product Development in 2016. As the leader of the Group Benefits Product team, he was responsible for the creation and execution of the product strategy to differentiate Sun Life as the leading benefits provider in Canada. He represented Sun Life on industry task forces and government relations activities that have positively influenced our business. JM was nominated as one of 2017 LIMRA's 25 Rising Stars in Innovation and in 2018, the Journal de l'assurance highlighted him as one of the Top 25 New Leaders in insurance for his work and involvement.