

The Benefits Alliance Group Hires Mike Macoun as President

CONCORD, January 8, 2021 - The Benefits Alliance Group is proud to announce the hiring of Mike Macoun as their President.

Macoun brings with him nearly 7 years of experience in the employee benefits industry and is well-versed in relevant trends and new business development opportunities and initiatives. Macoun holds an Honours B.A. with specialization in Corporate Finance from Wilfrid Laurier University and an M.I.B. from Queen's University in 2013.

"I am pleased to welcome Mike Macoun as the new President of The Benefits Alliance," said Lio Spagnuolo, Chairman of the Board. "The Board and I are excited about the future of The Benefits Alliance with Mike at the helm. With his energy, experience, and keen understanding of an independent benefits advisors' value, we are confident that Mike will guide the BA towards an exciting future."



Prior to joining The Benefits Alliance Group, Macoun provided critical strategic consulting advice on both financial and plan design matters that related to all aspects of employee benefits with Gallagher Benefit Services Canada. Macoun confidently understands and anticipates clients' employee benefits needs which helped him manage the annual financial renewal process throughout the Toronto region. Macoun currently sits as Vice Chair, Ontario region, for the Canadian Pension & Benefits Institute, where his major mandate is to oversee the region's educational programming and members' professional development. He is the Institute's incoming Regional Chair for 2022.

"I am incredibly excited to take on this role with the Benefits Alliance," said Macoun. "The Benefits Alliance represents the best of the employee benefits industry and I am looking forward to working alongside and advocating for our independent member firms from all across the country."

About the Benefits Alliance Group

The Benefits Alliance Group includes 30 independent member firms and more than 200 advisors with over 7,500 clients. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.

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