



RELEASE

Canada Life appoints Jeff Marshall as newly-created Chief Digital Officer

Winnipeg, MB, May 8, 2019. . . Canada Life today announced that Jeff Marshall has been appointed Senior Vice-President, Chief Digital Officer, Canada, effective May 13.

In this newly-created role, Jeff will lead the development and execution of Canada Life's digital strategy and will play a key role in further developing its digital talent and capabilities to drive innovation and growth. He will work to accelerate Canada Life's digital initiatives to deliver a world-class customer experience.

Jeff will be based in Toronto and will report to Fabrice Morin, Executive Vice-President, Canadian Operations, Canada Life, who joined the company in March 2019 from Power Corporation.

"Our company is undergoing a digital transformation, that's why we're excited to have Jeff join our team as we take the next step in our digital journey," said Fabrice. "In this role, he will help strengthen our focus on digital initiatives as we work to amplify our digital capabilities. His experience across a variety of business disciplines, including marketing, consumer strategy and product management, position him well to lead our digital centre of excellence."

Jeff joins Canada Life from Street Capital Bank of Canada, where he served as Chief Product and Marketing Officer. He has also held senior positions at Scotiabank, including the role of Senior Vice-President, Digital Banking and the head of Scotiabank's Digital Factory.

About Great-West Life, London Life and Canada Life

Great-West Life, together with London Life and Canada Life, are leading Canadian insurers focused on improving the financial, physical and mental well-being of Canadians. United under the new Canada Life brand, we help Canadians achieve their potential, every day. Our customers across Canada have trusted us to provide for their financial security needs and deliver on the promises we have made. Together, we serve the financial security needs of more than 13 million people across Canada and are leading providers of a wide range of insurance and wealth management products and services for individuals, families and business owners, from coast to coast.

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