



## **BYREN INNES,** ACS, HIA, CLU, CHFC, CFSB, FLMI, FLHC

### MANAGING DIRECTOR AND EXECUTIVE CONSULTANT

In addition to over 20 years leading consulting practices, Byren held senior executive positions in insurance companies, mutual fund dealers and investment dealers for nearly 28 years. He has consulted to leading insurers, wealth management firms, banks, leading consulting firms, and industry suppliers in Canada, the U.S. and the Caribbean.

He has spoken extensively at industry conferences, was a regular contributor to several financial publications and has been widely quoted by the financial press. Byren has been very active in industry initiatives: was the founding chair of the IDA Insurance committee, is a past chair of the LIMRA Marketing Committee and was a member of the Executive Committee of CLEIDIS (the Canadian Life Insurance Standards Association). He is recognized by the courts as an Expert Witness in Life Insurance and Financial Planning.

Byren focuses his consulting assignments on:

- Strategic Planning
- Portfolio and Program Management

- Operations optimization and transformation
- Omni-channel distribution transformation
- Advisor Regulatory reform
- Systems strategy
- Product development
- Marketing

Byren has been instrumental in the development of Strategies for many of his clients – building on their strengths and core capabilities using his deep life insurance industry insights to inform strategic change initiatives. As well he has assisted clients in Mergers and Acquisitions, Product Development, Market and Channel Research and Transformation.

**When you need change, look to Byren and his team to make it happen.**

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