



Bernice Cheung

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Bernice Cheung brings over 20 years of marketing research and management consulting experience across financial services, consumer goods, retail, and healthcare. Since 2021, she has led Environics Research's Group Plan Sponsor Syndicated Study, the most comprehensive annual study of its kind in Canada. This flagship research provides strategic insights into the perceptions, needs, and decision making of group health, retirement, and savings plan sponsors—empowering providers to better serve their clients and prospects. In addition to her leadership in group benefits research, Bernice also spearheads the Canadian FinTech Study, which explores consumer attitudes toward financial technology, open banking, and innovation. A recognized thought leader and frequent speaker at major industry conferences, she is known for delivering impactful, data-driven insights. Bernice holds an M.B.A. degree from Ivey Business School and an honours bachelor of commerce degree from the DeGroote School of Business.