



Gabriela Jeffrey

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Gabriela Jeffrey is a senior business development leader with deep expertise in defined contribution retirement solutions, employee benefits, and financial services. She partners with organizations to modernize retirement and benefits experiences through innovative, people-centric solutions.

With a career spanning with several leading institutions, Gabriela brings a strong track record of driving growth, building trusted client relationships, and leading complex sales initiatives across the Canadian benefits and retirement landscape. Her background includes senior roles in business development, relationship management, and client experience, supporting employers of all sizes with strategic plan design and long-term value creation.

Gabriela is a proactive and results-driven leader who excels at translating complex retirement concepts into clear, actionable strategies. Fluent in Spanish and highly collaborative by nature, she is respected for her ability to connect with diverse stakeholders and deliver outcomes that align business objectives with employee well-being.

Gabriela holds an Economic Development Degree from Western University and a post-graduate credential in International Marketing.