



Jaclyn McCrorie

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As human resources manager for Pattison Outdoor Advertising, Jaclyn McCrorie leads a team of professionals responsible for managing payroll, benefits, absence management and all other aspects of HR for approximately 500 employees across Canada. With more than 15 years of human resources experience in both the public and private sectors, McCrorie has an extensive background in managing benefit plans, including project management, compliance and strategy. She has designed and implemented innovative flex benefit and corporate wellness programs, and she is passionate about educating employees on the value of their group benefits through engaging communications and transparent conversations. Prior to her rewarding career in human resources, McCrorie took great pride in conducting research in these areas and sharing her findings at conferences across North America, a tradition which she continues to this day in the human resources field. McCrorie holds a bachelor of science degree in psychology with minors in neuroscience and genetics.