



Shelley Sjoberg, FCIA, FSA

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Shelley Sjoberg is the assistant vice president of group product development and support at Canada Life. She is responsible for new product innovation and development as well as the ongoing supports for existing products and services in both group benefits and group retirement savings at Canada Life. Sjoberg first joined Canada Life in 2006 after graduating from the University of Manitoba with a commerce degree, majoring in actuarial mathematics, and has assumed roles of increasing responsibility in a variety of areas, including strategic investment planning, asset/liability management, group insurance pricing, marketing, client analytics and fraud management. Sjoberg received her fellowship from the Canadian Institute of Actuaries and her fellowship from the Society of Actuaries in 2011. She is passionate about helping Canadians build better employee benefits that support diverse and inclusive workplaces.