



Valerie Travis

Founder

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Valerie Travis is the founder of Bespoke Benefit Solutions. She collaborates with employers and advisors to accomplish benefits projects such as employee surveys, administration and disability process audits, RFPs, implementations and education sessions. For over 25 years, Valerie has guided Canadian employers to sustainable benefits strategies that align with who they are—or aspire to be—in supporting employee well-being. She specializes in client-focused benefit consulting in strategic design, governance and administration, communication and provider relations. Before launching her own firm, Valerie brought benefits consultation and strategic solutions to diverse clients as part of Aon’s health practice (most recently as vice president). Prior to joining Aon, she managed Maple Leaf Foods’ complex benefit programs (flex and traditional) with accountabilities for design, compliance, union relations support, disability management, communication and financial management. Valerie has contributed to articles on benefits management; lead roundtables on mental health, benefit trend and innovative design; been a keynote speaker on building resilience; and presented for CPBI, the International Foundation, and other industry groups. She earned a bachelor of arts degree in psychology from the University of Waterloo.