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As the group sales vice president for Western Canada at Equitable Life, Meghan Vallis leads the Western employee benefits sales team. She is passionate about helping advisors succeed in transforming their clients' employee benefits experience. Her 16 years of benefits experience have been centered around three pillars: building meaningful relationships, embracing innovative technology and solutions, and harnessing the potential in others to achieve strategic goals while also supporting them as individuals. Vallis is a go-to resource for industry colleagues and clients and is the voice behind *The Group Advisor Blog*. Previously, she held positions with Apri Insurance Services, Morneau Shepell and Sun Life Financial. She holds the CEBS® designation, is CEBS Compliant and is a past president of the British Columbia chapter of ISCEBS. Vallis is a graduate of Saint Mary's University.