## **CANADIAN PENSION & BENEFITS INSTITUTE**



Nadia Darwish Vice-President, Market Development Sun Life Financial

Nadia leads the teams in Group Retirement Services responsible for marketing, investments, education, product development and research. Nadia has been an advocate for the evolution of group retirement and savings plans as the leader of Client Relationships and Business Development at Sun Life for more than ten years. Her market insight and passion for driving ideas from concept to market ensure we continue to deliver a superior experience built around engaging and innovative education, communications, products and investment solutions. Nadia is a graduate of Western University and has over 20 years of industry experience.