



Sophie Bellemare

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With close to 20 years' experience in the financial services, Sophie heads the digital strategy team for Standard Life. She is responsible for the strategy and evolution of the company's digital properties and its customers and partners online experience of our customers and partners as well as the development of innovative and effective online marketing programs. Before joining Standard Life, Sophie was Associate Publisher for financial publications at Rogers Publishing. She also held a number of senior marketing positions at a major bank, insurance companies and a mutual fund distributor. Sophie is a recognized builder and innovator.