



David Willows

Vice President, Strategic Market Solutions, Green Shield Canada

David Willows is the Vice President of Strategic Market Solutions at Green Shield Canada. And Vice President of Strategic Market Solutions is slick verbiage meaning he leads Product Development and Marketing.

Prior to moving to GSC in 2011, he had spent five years as the Toronto Health and Benefits Practice Leader for Aon Consulting and then the merged Aon Hewitt organization.

Over the past 20 years, he has split his time between the carrier and consulting community, primarily focused on attendance and disability management, but more recently focusing on the broader health management issues facing Canadian employers.

He is thrilled to be speaking at CPBI Forum 2014, but as a rabid Toronto sports fan and hater of New England sports teams, is dreading his prolonged exposure to self-satisfied Bostonians wearing Red Sox caps and Bruins jerseys over the course of the conference.