



**CORNWALL**  
GROUP BENEFITS

## Benefits Alliance Announces Cornwall Group Benefits Inc. as New Member Firm

CONCORD, February 1, 2026

Benefits Alliance is proud to announce Cornwall Group Benefits Inc. as a new member firm. Cornwall Group Benefits is known for their strategic insight, intent with cost management strategies, and proactive risk and liability management. The organization is separated into five companies, which collectively provide advice in multiple facets.

“We are pleased to welcome Cornwall Group Benefits Inc. to Benefits Alliance,” said Carolyne Eagan, President of Benefits Alliance. “Their strong advocacy mindset, deep technical group benefits knowledge, and commitment to delivering disciplined, client-first solutions make them an excellent fit for our member community. Cornwall Group Benefits shares our belief that advisors must play an active role in shaping better outcomes for plan sponsors and plan members.”

Joe Leger, President and Partner of Cornwall Group Benefits Inc., shared his excitement for joining, saying, “I am excited to join a collective of the best benefit-focused advisors in Canada. I look forward to networking, advocacy, and overall just making a positive difference in our industry.”

Eagan praised this passion, stating, “Cornwall Group Benefits brings a highly engaged team, and a clear passion for elevating the employee benefits profession. Their focus on advocacy, professional collaboration, and process-driven advice strengthens our collective voice and reinforces the leadership role Benefits Alliance plays across the GB/GRS industry.”

Leger added that joining Benefits Alliance is especially valuable for business owners, who can often feel lonely. Networking with companies in the same industry will help address some of the unknowns, such as employee compensation, best practices, and relationships with wholesalers.

### **About Cornwall Group Benefits Inc.**

Cornwall Group Benefits Inc. was founded in 1963 and is essentially entering its third generation of ownership. In six years, they have doubled in size, added to the team, rebranded, and evolved their offerings.

### **About Benefits Alliance**

Benefits Alliance is Canada’s leading organization of independent benefits advisory firms. As an industry leading not-for-profit association, Benefits Alliance focuses on education, collaboration, and advocacy by providing their members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Our members, who are employee benefit and retirement plan specialists, work with more than 16,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans.



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