



## Benefits Alliance Announces Marquee Benefits Inc as New Member Firm

CONCORD, April 1, 2026

Benefits Alliance is proud to announce Marquee Benefits Inc., as a new member firm. Marquee Benefits, assists plan sponsors in making confident, evidence-based benefits decisions by combining strategic consulting with hands-on support. Marquee's clients choose them because they prioritize plan's outcomes—delivering transparent recommendations grounded in data and market insight. They translate strategy into action with clear roadmaps, and responsive day-to-day service, supporting plan sustainability through cost containment, plan design optimization, vendor governance, and ongoing performance measurement. Marquee tailors solutions to client-specific needs of workforce, culture, and risk profile—so that benefits programs support attraction, retention, and wellbeing.

"We are thrilled to welcome Marquee Benefits as a new member firm of Benefits Alliance. They have a proven track record of translating complex benefits strategy into practical action, combined with a genuine enthusiasm for collaboration and shared learning. Their presence strengthens our footprint in the Greater Simcoe and Muskoka region, and we're excited to see how their client-focused approach and strategic insight will enrich the peer exchange across our entire network." — Carolyne Eagan, President, Benefits Alliance.

"We're excited to join Benefits Alliance because it strengthens what we already believe in: trusted guidance, meaningful collaboration, and consistently raising the bar for Canadian benefits consulting. As a new member firm, we look forward to learning from peer leaders across the country, sharing best practices, and bringing even more insight and innovation to the plan sponsors we serve." — Geneviève Lagacé-Gore, President, Marquee Benefits

Joining Benefits Alliance connects Marquee with a national community of like-minded firms and creates more opportunities to collaborate and learn. They're looking forward to sharing ideas on what's working—whether it's plan design, market trends, or emerging solutions—and tapping into the collective insight that helps us stay ahead of what plan sponsors need. Just as important, the network and peer exchange will strengthen how Marquee supports their clients locally, while keeping their relationship-driven approach at the centre of everything they do.

### About Marquee Benefits Inc.

Marquee Benefits is an independent benefits advisory firm founded in 2016, serving plan sponsors across Greater Simcoe and Muskoka Counties. We partner with start-ups, and SMEs, to design and manage sustainable benefits programs, offering strategic consulting and day-to-day support across group benefits and retirement plans. Our approach is practical, client-first, and grounded in deep market knowledge—helping employers deliver a better benefits experience for their people.

### 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.



**For further information, please connect with:**

Benefits Alliance Contact: Carlyne Eagan, President

Email: [carolyne.eagan@benefitsalliance.ca](mailto:carolyne.eagan@benefitsalliance.ca)

Phone: (289) 208-8174

Website: [www.benefitsalliance.ca](http://www.benefitsalliance.ca)

Marquee Benefits Inc. Contact: Geneviève Lagacé-Gore, President

Email: [genevieve@marqueebenefits.ca](mailto:genevieve@marqueebenefits.ca)

Phone: 1 (705) 725-1559

Website: [www.marqueebenefits.ca](http://www.marqueebenefits.ca)