

BFL CANADA WELCOMES BRIAN PARSONS TO ITS RANKS AS NEW PRESIDENT OF BFL RISK MANAGEMENT DIVISION

MONTREAL, April 27, 2021—BFL CANADA is pleased to announce the appointment of Brian Parsons, Previously-President and CEO at Willis Towers Watson (Canadian Region), as the new President of BFL CANADA's National Risk Management Division. Brian will be leading this business segment from our Toronto office, working in conjunction with Brian Kelly, Managing Partner—Risk Management and Centre of Excellence, as well as the BFL CANADA National Risk Management Team to continue building the national practice. Brian will also assume the role of Vice-Chair of BFL CANADA's Benefits and Pension business.

Brian Parsons brings a depth of knowledge, expertise and close to 30 years of experience to help further strengthen BFL CANADA's leading position in the Canadian market and provide effective solutions to our client's complex risks. His unique perspective on the points of convergence between people and risk will be beneficial to all of our clients and will play a strategic role in the continuous expansion of BFL CANADA's Risk Management Division.

"It is my pleasure to welcome Brian as part of BFL CANADA's team. Thanks to his wide expertise, he will be a tremendous asset to our national Risk Management practice," says Barry F. Lorenzetti, President, CEO and Founder of BFL CANADA. "Brian has embraced BFL's values and business model, and his joining our firm confirms his alignment with our corporate strategic vision."

"I am excited to work for an organization that has built out such deep and extensive expertise to help clients manage risk in today's complicated environment," says Brian Parsons.

In the near future, BFL will also announce new appointments in our Risk Management Division.

About BFL CANADA

Founded in 1987 by Barry F. Lorenzetti, BFL CANADA is one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in Canada. The firm has a team of over 950 professionals located in nineteen cities across the country. BFL CANADA is a founding Partner of Lockton Global LLP, a partnership of independent insurance brokers and agents who provide Risk Management, Insurance and Benefits Consulting services in over 140 countries around the world.

Source: BFL CANADA | For more information:

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