

**Peter McGarvey**  
**National Life of Canada – Significant Achievements**

- Key member senior management team responsible for new premium growth from \$15 million to \$45 million in three years.
- Developed communications strategy which included re-branding the company.
- Restructured and led division of three departments and 21 employees.
- Planned and managed company's semi-annual sales incentive trip.
- Planned and supervised development of all sales and marketing collateral materials including brochures, sales guides, videos and sales presentations.
- Planned and executed sales incentive programs, sales meetings, trade shows and company events.
- Researched, designed and implemented company sales training programs.
- Established and managed annual budget in excess of \$3 million.
- Acted as spokesperson for all media and crisis communications.
- Consulted on communications issues for parent organization Industrial-Alliance..