



FOR IMMEDIATE RELEASE

Navacord expands Executive Team to complement growth strategy

Addition of SVP, Benefits & Retirement supports continued development of entrepreneurial benefits practice

TORONTO, October 26, 2020 – Navacord Corp., one of Canada’s top commercial insurance brokerages and a leader in risk management services, is pleased to announce the addition of Jim Edmands as SVP, Benefits and Retirement, effective November 9, 2020.

Edmands brings extensive leadership experience and a diverse background to the role having held prominent positions within national insurance firms and brokerages, and continuously building upon his 30+ years’ within sales and marketing.

Within the role, Jim will work closely with Navacord Broker Partners to support and drive organic growth initiatives while fostering a culture of innovation, collaboration, and accountability. In addition, the SVP owns the overall benefits value proposition across Navacord—working to evolve the current sales culture and building relationships with new carriers, markets, and strategic partners.

“Jim exhibits a passion for the industry and for strategic partnership development,” says Shawn DeSantis, President and CEO of Navacord. “Our benefits and retirement division is growing rapidly, and it’s the right time to bring in top talent to complement and support Navacord’s vision.”

The past year, Navacord has more than doubled its benefits revenue through the addition of multiple Broker Partners, coast to coast, while adding considerable market share, capabilities, product and service options for clients.

“Benefits and retirement was an identified area of strategic growth for Navacord in 2020, and we quickly surpassed expectations,” says T. Marshall Sadd, Executive Chairman at Navacord. “Jim’s appointment furthers our commitment to the practice and we look forward to him deepening the relationship between Navacord and its Broker Partners and further strengthening our presence across Canada.”

Jim Edmands holds a B.Sc. from Cornell University in Business Management and Finance.

About Navacord

Founded in 2014 and headquartered in Toronto, Ontario, Navacord is one of Canada’s top four commercial insurance brokerages and a leader in risk management services with \$2 billion in premiums. From commercial and personal insurance to surety, employee benefits, and retirement consulting, Navacord leverages national strength and a wealth of resources with the local-touch service of industry-specialized Navacord Broker Partners to deliver the trusted advice, expertise and custom insurance solutions our clients need to face the future with confidence.

With a unique ownership model and value proposition, Navacord is the preferred partner for entrepreneurial insurance brokerages seeking to grow as a part of something bigger, while maintaining their distinct identity and culture.