



## JENNIFER BAZIUK



Jennifer Baziuk is a Partner at EY Canada, where she leads both the Insurance Consulting practice and EY Studio+. With a strong background in consulting and deep industry knowledge, Jennifer is passionate about driving transformative change in the insurance sector and beyond. She leads a high-performing team that delivers innovative, client-centric solutions to help organizations navigate evolving customer expectations, regulatory complexity, and technological disruption.

As EY Canada's Insurance Consulting Leader, Jennifer partners with clients to enhance operational efficiency, improve customer engagement, and achieve sustainable growth. Through the strategic use of data analytics, digital innovation, and market insight, she helps insurance organisations not only respond to market demands but lead with confidence.

In her role with EY Studio+, Jennifer champions a customer-first mindset, helping businesses understand the full customer journey. Her approach blends creative thinking with analytics to uncover growth opportunities, optimise services, and build lasting customer relationships.

Throughout her career, Jennifer has held senior transformation and data leadership roles across the insurance industry, including at The Commonwell Mutual Insurance Group and TD Insurance. Her breadth of experience enables her to understand and solve complex business challenges with a collaborative and pragmatic approach.

Jennifer is dedicated to fostering a culture of innovation, inclusion, and continuous improvement—values that align with EY's commitment to building a better working world. She is also an ISC Ambassador for Canada, supporting the advancement of women across the global insurance industry.