



KRISTEN DOLSON

Kristen Dolson is a seasoned marketing and industry relations leader with over 15 years of experience in the insurance and financial sectors. As the Vice President of Marketing & Industry Relations at Applied Systems Canada, she plays a pivotal role in shaping strategic marketing initiatives, strengthening industry partnerships, and driving brand engagement.

Prior to her current role, Kristen held several key positions at Applied Systems, including Senior Director of Marketing and Senior Manager of International Marketing, where she led multi-channel marketing strategies and supported business growth across international markets. Her career also includes significant experience at Deloitte, where she contributed to national eminence programs, including Canada's 50 Best Managed Companies.

Kristen is deeply committed to fostering innovation and leadership in the insurance industry. She serves as an ambassador for ISC Group Canada, where she advocates for the advancement of women in the re/insurance sector, helping to create opportunities for professional development and collaboration.

With a strong background in strategic marketing, corporate branding, and industry engagement, Kristen continues to make a lasting impact in the insurance landscape, championing meaningful connections and thought leadership.