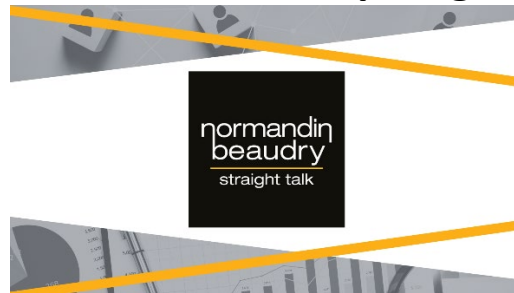


FHCP Associate Spotlight



Q1. Describe your business, your clients and the products/services you provide.

Founded in 1992, Normandin Beaudry is recognized for its leading-edge total rewards consulting services. Independent and wholly owned by an ever-growing number of its professionals, Normandin Beaudry has an ownership structure that puts it in a unique position as one of the few major firms in the field with exclusively Canadian interests. From offices in Montreal, Toronto and Quebec City, a team of over 350 professionals serves an enviable list of clients across Canada that includes organizations of all sizes and industries from the private, public, para-public and not-for-profit sectors. Excellence spans the globe! As an independent and equal shareholder in MBWL International since 2023, Normandin Beaudry's reach now extends to 50+ countries.

Normandin Beaudry's areas of expertise:

- **Compensation:** bespoke variable pay programs and compensation structures ensuring compliance with federal and provincial legislation and regulations.
- **Performance:** clear career journeys supporting a stimulating employee experience to drive talent and boost individual and team performance.
- **Group Benefits:** plan design, funding, accounting and administration considering financial, accounting and administrative constraints.
- **Health:** management strategies and tools fostering an active presence at work and needs-based provider selection.
- **Pension:** support for risk management, funding and governance strategies, committee training, annuity purchasing, actuarial and accounting valuations.
- **Savings:** personalized advice focused on design, strategic decumulation, rigorous governance and investments aligned with members' objectives.
- **Pension Plan Administration:** advice, technological solutions and services outsourcing for an enhanced member experience and effective management of defined benefit plans.
- **Investment Consulting:** investment policy optimization, risk management, manager performance reporting and sustainable investment support.
- **Communication:** tailored strategies and tools facilitating the understanding and appreciation of all components of total rewards.

Q2. Describe how your business benefits the food, health and consumer products industry.

As Canada faces an uncertain economy compounded by unresolved trade tensions and ongoing tariff pressures, organizations need to rethink their total rewards programs to provide highly valued, engaging and cost-effective alternatives to traditional monetary and non-monetary rewards. Taking a proactive approach to managing total rewards is more important than ever, given global economic pressures and the ongoing competition for key talent.

Normandin Beaudry has extensive knowledge and experience working with clients in the consumer packaged goods (CPG) sector. As a result, our team is attuned to the unique challenges facing CPG organizations and their workforce, including salary and hourly wage structure development, performance management program design, variable pay design, employee communication, benefits and pension-savings design and administration.

Our annual total rewards survey, **remun**, includes more than 50 participants from the non-durable goods sector and provides access to reliable and robust industry-specific data to help organizations make informed decisions.

Q3. What innovative new products/services are you working on?

Normandin Beaudry invests in total rewards solutions to increase and enhance organizational performance. This includes the development of creative total rewards strategies, programs, and plans to help organizations attract hard-to-find candidates, engage and motivate employees, and retain high-performing talent.

Normandin Beaudry has produced and deployed innovative and practical products and solutions including the following:

- **remun**, Normandin Beaudry's total rewards survey, employs artificial intelligence to efficiently gather, validate, and analyze compensation data, resulting in highly accurate and up-to-date market insights.
- Normandin Beaudry continues to lead the industry with its launch of the second **Canadian AI Total Rewards Survey** in fall 2025.
- **Golden Thread** is our methodology for aligning total rewards strategies with an organization's business objectives, culture, and values. By establishing clear, consistent connections among total rewards programs, talent management programs and organizational goals, the Golden Thread ensures that every element of the employee journey supports employee, team and employer successes.
- **Health 360** is a comprehensive approach to employee well-being that integrates physical, psychological, financial, and social health into a cohesive total rewards strategy. This evidence-based framework empowers organizations to design and implement holistic health initiatives, fostering a thriving and productive workforce.
- The **Savings Highway** is our holistic approach to helping organizations and their employees optimize financial well-being through targeted savings strategies and innovative plan design. By leveraging our expertise in total rewards, we guide clients in building efficient, sustainable pension and savings programs that drive both individual and organizational financial health.
- To support clients in advancing diversity, equity and inclusion (DEI) initiatives, Normandin Beaudry's experts have developed a **structured approach to reducing employment inequalities** and enhanced specialized services that evaluate total rewards components through a DEI lens.
- Normandin Beaudry's **DEI dashboards** are advanced analytics tools that provide organizations with actionable insights into diversity, equity, and inclusion metrics across their HR programs. By visualizing key data trends, these dashboards support informed decision-making and help organizations prioritize key DEI initiatives and objectives.
- Normandin Beaudry's **sustainable investing** approach integrates environmental, social, and governance (ESG) considerations into investment strategies, empowering organizations and pension plans to align their portfolios with responsible practices. By leveraging expert guidance and rigorous analysis, Normandin Beaudry helps clients achieve long-term financial performance while supporting sustainable development goals.

Q4. Tell us about your people. What sets them apart from your competition?

Our employees embody our four core values that guide everything we do: respect, collegiality, initiative, and excellence. We set ourselves apart with a dedication to clear, concise communication with our clients, always delivering accurate and data-backed information to help them make key decisions.

What sets our people apart is a unique combination of **deep technical expertise, strategic insight, and a genuine commitment to client success**. Normandin Beaudry's experts don't just provide data: they translate it into insights and actionable solutions tailored to each organization's goals.

Furthermore, the way our team works together and serves our clients is referred to as "**NB Excellence**," which includes the following components:

- Our collective intelligence
- The courage to explore
- The right approach for our clients

Normandin Beaudry has also made a clear societal commitment: contribute to reducing employment inequalities (REI). We believe that REI starts with actions that promote and foster diversity, equity and inclusion. We are confident that a diverse and inclusive culture drives innovation and success.

Simply put, it's our people's **passion, experience, and dedication to delivering a meaningful impact** that sets Normandin Beaudry apart from the competition.

Q5. Tell us why your company would make a great business partner.

Normandin Beaudry leverages its varied expertise to provide fit-for-purpose solutions to meet your objectives. Our clients expect high levels of personalization and increased flexibility depending on their priorities.

We apply our NB Excellence to explore and develop the right targeted approach to our work. As we continue to grow, we remain committed to maintaining a personal and responsive approach that ensures our clients feel valued and appreciated.

Normandin Beaudry stands out by delivering exceptional, integrated total rewards solutions, setting a high standard for excellence in the industry. We go above and beyond, working as an extension of each clients' team, supporting their vision at every step of the way and seamlessly adapting to meet evolving needs.

For the greatest benefit of our clients:

- We don't follow trends: we anticipate them.
- We influence the evolution of total rewards.
- We work with organizations in pursuit of the common good, where everyone wins.

For more information, please contact [Manny Campione](#), Senior Principal, Compensation,
at Normandin Beaudry.