

# Notice of appointment

We are pleased to announce the appointment of **Ms. Kennedy Lightle** to the position of **General Manager for Sharp Insurance**. She will maintain her role as Vice-President of Sales and Business Development for Sharp Insurance.

In this new role, among other tasks, Kennedy will oversee the daily operations of the firm, participate in developing the firm's vision and strategic plan and positioning Sharp on the market. In addition she will be responsible for client satisfaction and the well-being of the staff.

Kennedy has a solid track record and has extensive insurance experience. Since joining the industry as a broker in 2005, she has held various positions with direct writers (AMA Insurance and Johnson) before joining Sharp in 2018. Having led both sales and operations teams, Kennedy then accepted a National Customer Experience role where she oversaw all facets of the customer journey. Building and leading a team of escalation specialists and acting as liaison between legal & compliance, provincial licensing bodies and complainants rounded out her experience before taking on sales, business development and program management at Sharp. Kennedy earned her FCIP and CRM through the University of Toronto while managing 2 insurance agencies and holding several volunteer positions within her son's hockey association.

Kennedy is a proactive, mobilizing and dedicated leader. We are very happy to be able to count on her in this key position. Join us in wishing her great success.

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#### About Synex

Synex Business Performance owns the Synex Assurance brand, consisting of nine property and casualty insurance firms in Canada. These are Couture Rochette & Associés, Deslauriers & Associés, Deslauriers Assurances, Renaud Assurances et Gestion de risques, Inessa, Girard Tremblay et Associés Inc., A-Kan Insurance, Go To Insure and Sharp Insurance. Synex has a total premium volume of \$360 million in Québec, Alberta and the Atlantic provinces. Synex is also an executive member of the Canadian Broker Network (CBN). Restoring independence across Canada and maintaining accessibility to share ownership in each of our divisions are essential elements for Synex Business Performance. We believe in local entrepreneurship and the strength of a pan-Canadian group for the benefit of each of our client.

#### About Sharp Insurance

Since its inception in 2009, Sharp Insurance has grown from a two-person business into an award-winning brokerage employing more than 100 highly-trained industry experts. Today, Sharp is one of the fastest growing insurance brokerages in Alberta and has been recognized as Canada's number one brokerage by Insurance Business Magazine.



**Kennedy Lightle**  
Vice President Sales and development,  
General Manager  
Sharp Insurance



**Yan Charbonneau, CPA, CA**  
President and CEO  
Synex Business Performance

**Jean-Sébastien Larivière, CRM**  
Senior Vice President and COO  
Synex Business Performance