



**Valerie Travis**

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Valerie Travis is the founder and principal consultant of Bespoke Benefit Solutions, an independent Canadian firm specializing in tailored and outcome-driven employee benefits consulting. For over 25 years, Valerie has guided employers to sustainable benefits strategies that align with who they are—or aspire to be—in supporting employee well-being. She collaborates with employers and plan sponsors to achieve innovative and impactful programs, actionable member surveys, efficient vendor management, and member communication that drives awareness and appreciation. In leading Bespoke, Valerie draws from her experience in delivering benefits consultation and strategic solutions to diverse public and private-sector clients within a large health consulting practice and managing benefits design, compliance, and administration for a recognized national manufacturer. She is a frequent contributor and presenter for the International Foundation of Employee Benefit Plans, ISCEBS, CPBI, and human resources conferences, speaking on sustainable health and benefits strategies, change management, impactful communication, emerging trends, and employee well-being.