



Lavina Tan

Insurance Sales Director, Asian Markets Division

Lavina started her career in insurance wholesaling in 2015 and has worked for several major carriers. She began as an inside sales associate, and then moved into a role as an external wholesaler. She was later appointed to the Regional Vice President position for Asian Markets with CPP/Foresters Financial for Western Canada. Lavina joined Equitable in 2024.

Lavina's deep knowledge of insurance products has been pivotal in driving growth for advisors across the industry. Her exceptional skills in product training and case consultation have consistently empowered advisors to achieve their business objectives and expand their reach.

Lavina is dedicated to delivering the highest level of service. She works closely with advisors, upholding Equitable's standards of outstanding service and support.

Beyond her achievements in the insurance industry, Lavina is a professional MC, having hosted numerous events and weddings.

Lavina is multilingual, fluent in English, Cantonese, and Mandarin.