



Cindy Shirley

Vice President, Chief Underwriter and Claims

Cindy Shirley leads a respected and talented group of underwriting and claims professionals in Individual Insurance.

Cindy joined Equitable in June 2023, after spending over 20 years at two multi-national Canadian insurers in various underwriting and leadership roles. Her exceptional leadership is complemented by her experience in both high-volume underwriting and the customized large-case market, along with several years leading data-driven underwriting innovation across multiple distribution channels.

Cindy graduated from Wilfrid Laurier University with a Bachelor of Arts in Political Science and is a Certified Fellow of the Academy of Life Underwriting. She lives in Waterloo with her spouse and children. When not thinking about mortality and morbidity, Cindy can often be found running on a trail with her trusted canine companion.



Cindy's passion for underwriting is contagious and she looks forward to supporting you—our valued advisors—and our clients.