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Simon is the founder and CEO of Adapt with Intent Inc., a boutique consulting firm that works with leaders, educators and organizations to reframe their thinking and redesign new ways of working across life stages. Adapt with Intent focuses on the intersection of longevity and work, how to adapt careers, work systems and what “retirement” might look like. Simon leverages his deep expertise in the future of work, innovation and the dynamics of the longevity economy to support senior leadership teams in developing a longevity strategy to unlock new opportunities by reimagining the customer and workplace structures required to support 100-year lives. Simon is a talent and innovation executive with over 25 years of experience working across multiple sectors, including financial services, technology, academia and nonprofit. Prior to founding Adapt with Intent Inc. in 2022, Simon was vice president of talent, academy and future of work at Communitech, a globally recognized innovation hub where he spearheaded talent attraction and learning initiatives for over 1,600 companies ranging from start-ups to global enterprises. Before joining the tech industry, Simon was the head of strategy, product and investments for Manulife’s group retirement, benefits, retail wealth and insurance businesses. Simon holds a master of business administration degree from Wilfrid Laurier University, and he now serves as vice chair of the university board of governors. He also holds Certified Financial Planner (CFP) and Certified Professional Retirement Coach (CPRC) designations. Simon can often be found in a basketball gym coaching the next generation, reading a book in a local coffee shop or cycling on trails across Ontario. He lives in Kitchener, Ontario, with his wife, Erin.