Allan Smofsky

Principal Strategist
Smofsky Strategic Planning
Toronto, Ontario

Allan Smofsky is the principal strategist of Smofsky Strategic Planning (SSP), a strategic planning health consultancy. Smofsky has extensive experience in employee benefits as well as workplace prevention and disease management strategies. He conducts research and consults to stakeholders across the spectrum of health and benefits. A fluently bilingual (English and French) native of Montréal, Smofsky founded SSP in 2004 following several years in senior-level leadership and consulting positions with global health and benefits consulting firms as well as workplace health service providers. He is currently based in the Toronto, Canada area. Smofsky is an active member of several health and benefits industry organizations and teaches at Centennial College's School of Community and Health Studies workplace wellness and health promotion post-graduate program. Smofsky also sits on two boards of directors: the Ontario Workplace Health Coalition and HealthPartners, which groups 17 of Canada's largest health charities. Smofsky has demonstrated leadership in advocating for a more comprehensive and integrated approach to organizational health. He is a past winner of the Benefits Canada Workplace Benefits Award and is a frequently invited speaker and writer on organizational health, benefits and well-being issues. Smofsky attended Concordia University in Montréal, where he studied business administration.