



Melanie Crutchley, M.Sc., M.B.A.

**Founder, Lead Consultant
Futurpruf Benefits & HR Communications
Toronto, Ontario**

Melanie Crutchley is owner of Futurpruf Benefits & HR Communications, a marketing and communications agency focusing on strategy, branding, technology and campaign execution (writing and design). With experience at four top legal and benefits consulting firms in Canada, she understands that HR and member communications—especially around benefits—aren’t just nice to have; they impact the organization’s bottom line. Following her master’s degree in neuroscience, Melanie spent a few years teaching college psychology courses at Fanshawe College before making a career change into marketing. Now with 13 years of marketing experience and an M.B.A. degree, Melanie guides organizations to craft smart, sustainable benefits as well as HR and communications strategies, tactics and technology. Her breadth of marketing and communications expertise makes her a “generalized specialist” able to guide and support every aspect of a communications project.