

Martha Gagnon

Martha currently serves as the Employee Benefits and Wellness Specialist for A.I.M. Mutual Insurance Companies. She joined A.I.M. Mutual in May 2013, as the Wellness Coordinator for the Injury Prevention and Worksite Wellness (IPWW) department. Martha was then responsible for the facilitation of creating and implementing an evidence based model that would assist small and mid-sized employers in creating a culture of wellness with measurable results through the A.I.M. Works program. Martha's current role is to continue managing this program along with assisting employers in obtaining additional benefits for all employees through the Associated Industries of Massachusetts.

Prior to joining A.I.M. Mutual, Martha was the Director of Worksite Health Initiatives for the American Cancer Society. There she led large New England employers in developing wellness programs based on specific health risk factors linked to chronic disease. She was also responsible for ongoing tracking and metrics to measure behavior change over an extended period of time.

She is a Certified Wellness Practitioner from the National Wellness Institute and a Certified Wellness Program Director (CWPD) through the Chapman Institute of Wellness.