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Media Contact:

Jessica Marshall
Chief Marketing Officer
jmarshall@crcgroup.com
248.842.1239

BenefitMall Expands California Team
Neil Crosby Appointed Director of Business Development for California

DALLAS – August 12, 2024 – [BenefitMall](#), the largest employee benefits general agency in the U.S., announces the addition of Neil Crosby to its team as the new Director of Business Development for California. The appointment marks a significant step in the company’s commitment to serving its California brokers and enhancing its presence in the region.

Crosby brings more than 40 years of experience in the employee benefits industry to his new role. Prior to joining BenefitMall, Crosby spent 17 years leading group benefits sales at a general agency, where he recruited and trained sales professionals, built relationships with industry partners, developed sales strategy, and consistently exceeded sales goals.

Crosby has delivered hundreds of presentations within the industry and to employers regarding the provisions of the Affordable Care Act (ACA). He has also led public affairs and media relations for both California Association of Health Underwriters (CAHU) / California Agents and Health Insurance Professionals (CAHIP) and National Association of Health Underwriters (NAHU) / National Association of Benefits and Insurance Professionals (NABIP). His contributions to the industry have been widely recognized, earning Crosby several prestigious awards from various industry associations throughout California.

Hadley Weiler, BenefitMall’s western regional vice president says, “Known for his excellent communication, networking, and negotiation skills, Neil is committed to achieving strategic sales goals and building loyalty and trust with BenefitMall’s broker and carrier partners. We are thrilled that he has joined the BenefitMall team.”

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About BenefitMall

Headquartered in Dallas, BenefitMall is the largest employee benefits general agency in the U.S., working with a network of 20,000 brokers to deliver employee benefits to more than 200,000 small and medium-sized businesses. Founded in 1979, BenefitMall leverages innovative technology backed by human expertise to provide a seamless selling experience for its carriers, brokers, and their clients. BenefitMall is



part of CRC Group's Life, Retirement and Benefits Solutions division, a leading national wholesale distributor of specialty insurance products.

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