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BenefitMall Expands Northern California Team *Carmen Perea Appointed Sales Executive for Northern California*

DALLAS – February 5, 2024 – [BenefitMall](#), the largest employee benefits general agency, announces the addition of Carmen Perea to its team as the new sales executive for Northern California. The appointment marks a significant step in the company’s commitment to serving its California brokers and enhancing its presence in the region.

Perea brings over two decades of industry experience to her new role. Prior to joining BenefitMall in December 2023, Carmen worked as a general agency representative, a broker and a carrier representative. Her experience positions her uniquely to understand and address the needs of brokers and small business employers.

“Carmen's dedication to client satisfaction and her deep understanding of the ever-evolving benefits marketplace makes her an invaluable asset. Her appointment highlights her exceptional skills and BenefitMall’s commitment to delivering top-tier support and solutions to our brokers and clients,” said Hadley Weiler, regional vice president of the Benefits West Division at BenefitMall. “We are confident that Carmen will play a key role in our continued growth and success in Northern California.”

Perea has been recognized as a top sales producer, is ACA-certified and is a member of various Association of Health Underwriters (AHUs), including the Sacramento Association of Health Underwriters, California Association of Health Insurance Professionals, National Association of Benefits Insurance Professional and the Sacramento Hispanic Association.

About BenefitMall

Headquartered in Dallas, BenefitMall is the largest employee benefits general agency, 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, a leading national wholesale distributor of specialty insurance products.##