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TruAssure Insurance Company Announces New Sales Executive for Southeast Region

Naperville, Ill. (November 17, 2016) — TruAssure Insurance Company is pleased to announce the hiring of Jeff Herman, who will join the company as sales executive for the Southeast region. Herman will be responsible for sales in Alabama, Arkansas, Delaware, Florida, Georgia, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and Washington D.C.

TruAssure began offering dental programs in 2015 and currently offers dental plans for groups and individuals and families in 26 states, with other state filings pending regulatory approval. The company also offers dental savings programs, which are available nationwide.

“Jeff’s impressive background in sales leadership and business operations make him an ideal sales executive for the Southeast territory,” said Bernie Glossy, president and CEO of TruAssure Insurance Company. “We know his strong knowledge of the insurance industry will help us grow in the Southeast and allow TruAssure to provide dental insurance to even more individuals, families and businesses.”

Herman brings almost a decade of financial and insurance experience to his role at TruAssure. Prior to his role as sales executive, Herman served as the vice president of collegiate solutions at Ascension Insurance, where he was responsible for marketing, sales and service to Georgia colleges and universities. Herman’s previous positions were based in Indiana, Georgia and Florida, and include serving as a sales account representative for OneAmerica Financial Partners, a senior consultant at The Gardner Group, group sales manager at Prudential Financial, sales/priority account representative at The Hartford and business operations manager for United Parcel Services (UPS).

To learn more about TruAssure Insurance Company and its dental insurance plans, visit www.truassure.com.

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TruAssure Insurance Company

Based in Naperville, Ill., TruAssure Insurance Company is part of a family of dental plan companies with over 50 years of experience and 2 million members nationwide. As a standalone dental benefits carrier, TruAssure offers dental plans to groups, individuals and families across the country. TruAssure provides comprehensive and affordable dental benefit options and strives to make dental coverage as easy and hassle-free as possible. TruAssure plans are not available in all states; some states are pending regulatory approval. Visit truassure.com for available plans. TruAssure dental savings programs are available nationwide.