



Joseph A. Pilla

Founder & President

ETA Insurance Group

Joe is the founder and president of ETA Insurance Group and a Managing Partner of parent company U.S. Employee Benefits Services Group (USEBSG), which acquired ETA in November 2020. He has 34 years' experience in the insurance and health care industries. Since opening its doors in 1999, ETA Insurance Group has grown into a thriving small business and well-respected industry leader. Joe is especially proud to have his business based in his hometown of Nesquehoning, PA (Carbon County).

Joe's early career included positions in hospital administration, primarily finance, business office operations, and physician relations. He was part of the developmental team of Valley Preferred, a preferred provider organization (PPO) network owned by Lehigh Valley Health Network (LVHN) and its affiliated physicians. Most of his time at LVHN was devoted to physician relations and network development initiatives. His diverse background in healthcare provided a deep knowledge base for his specialized work with group health care plans.

Joe has a Bachelor's degree in Health Planning and Administration from Penn State University and currently holds Pennsylvania insurance licenses in life, accident, health, and property/casualty. During his time at Penn State, Joe was a member of the Dean's Student Advisory Board for the College of Human Development and served as Vice President of the HPA Club.

He currently resides in Nesquehoning with his family and serves on the board of the Schuylkill Economic Development Corporation (SEDCO), a non-profit economic development corporation. He is also a longtime member of the National Association of Health Underwriters (NAHU). Outside of the office, Joe is a "foodie" and enjoys fishing, gardening, and traveling.