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## **Darin Reeser Joins U.S. Retirement & Benefits Partners**

*Managing Partner & Texas Practice Leader*

Iselin, NJ, September 3, 2024 – U.S. Retirement & Benefits Partners (USRBP) announced today that Darin Reeser, GBA CMS, has been named Texas Practice Leader overseeing all U.S. Employee Benefits Services Group (USEBSG) benefits broker firms in Texas, as well as Managing Partner of the Irving, TX, branch.

Darin Reeser joins USRBP with a wealth of knowledge and experience. As an accomplished and results-driven business development leader, he has broad based expertise in leading effective strategy, territory management, client relationship management, and revenue growth in the benefits consulting and insurance industries. As the Practice Leader, he will lead the Texas sales and account service teams while running the day-to-day operations, with a focus on driving increased sales, managing client relationships, and solidifying client retention.

Prior to joining USRBP, Reeser’s accomplishments include several leadership roles in the employee benefits arena, most recently with Securian Financial, and his own firm, The Reeser Group, before that, and Allstate Benefits.

Bob Hartnett, Managing Partner-Benefits Segment Leader, said, “I am thrilled to have Darin join our team. His experience, character, and knowledge of the diverse markets within Texas will be integral to our growth and providing exceptional services for our clients.”

“We are pleased to have Darin on board to lead our sales and growth strategy throughout Texas. His experience and demonstrated record of success will be a tremendous asset to our organization,” said Patrick Simonds, USRBP EVP, Chief Revenue Officer.

### *About U.S. Retirement & Benefits Partners*

U.S. Retirement & Benefits Partners, with headquarters in Iselin, NJ, is one of the nation’s largest independent, national financial services firms specializing in employee benefit and employer-sponsored retirement plans in the K-12 public school, governmental, corporate, and non-profit markets. Through 60 acquisitions throughout the U.S., USRBP serves over 15,000 employer groups with 3.5 million participants. For more information, visit [www.usrbpartners.com](http://www.usrbpartners.com).

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