

SAN FRANCISCO, CA, September 18, 2013 **/24-7PressRelease/** -- Deborah O'Connell, Employee Benefits Consultant for Benefit Authority, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in insurance services.

Demonstrating solid expertise in her field, Ms. O'Connell determines her customers' needs by offering comprehensive business and financial analysis. She is familiar with insurance and ERISA laws, and knowledgeable about medical and dental and vision benefits, as well as Medicare benefits for seniors. Ms. O'Connell has 10 years of experience in the insurance industry. She decided to utilize her past experience to establish her own company, and thus Benefit Authority was founded in May 2013.

Benefit Authority is a premier insurance benefits agency serving individuals and small-to mid-size companies. The company's mission "is to identify fiscally responsible benefit plans or programs that are appropriate to the specific insurance needs of our individual and corporate clients." Benefit authority puts great emphasis on teamwork, communication, growth and improvement, excellent services, and having fun. Through these core values and its motto of "HOPE"—Helping Other People Every Day, the company and its employees ensure that clients receive information regarding all suitable benefit options available in their location in order to provide them with the highest quality services, and to assist them in making the right choices concerning their benefit plans.

Besides health insurance, her areas of expertise include customer service, leadership, business analysis, strategic planning and marketing. On a daily basis, Ms. O'Connell performs comprehensive business and financial analysis for customers, negotiates best price and terms for clients, and conducts in-person presentations to promote innovative products and solutions. Prior to establishing Benefit Authority, Ms. O'Connell worked for Paychex Insurance Agency as a group benefits sales agent, Anadigm Inc. as the vice president of worldwide sales, Nanovation Inc. as the vice president of sales, and Fujitsu Microelectronics as the director of sales.

Dedicated to helping others, Ms. O'Connell attributes her success to her ability to do the right thing, as well as to the ongoing support she receives. She became involved in her profession after spending time in the technology field as a vice president. Interested in a career change that didn't require traveling, Ms. O'Connell decided that she wanted to make a difference in the lives of others. She found that being an employee benefits consultant was a good fit. Her work has garnered several honors, including the President's Club and Winners' Circle awards for sales.

Ms. O'Connell has a Master of Business Administration in information systems from San Diego

Deborah O'Connell Inducted into Worldwide Who's Who for Excellence in Insurance Services

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State University and a Bachelor of Arts in history and art history from Vanderbilt University. She is also certified as a life and health insurance agent by the state of California. Outside of work, Ms. O'Connell enjoys camping, hiking with her family and snow skiing. In the coming years, she would like to collaborate with others, build professional contacts and grow in her field.

About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com>.

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