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## **BenefitMall Appoints New Chief Information Officer**

(Dallas – April 13, 2009) [BenefitMall](#), the nation’s leading broker services company, announced the addition of a new Chief Information Officer to oversee the selection, development, deployment and support of all technology related solutions.

[Michelle Sheffield](#), BenefitMall’s newly appointed Chief Information Officer, brings over 20 years of information technology leadership and experience in process improvement, project management and delivery, application development, infrastructure consolidation, and IT operations. Michelle was previously the Vice President Information Technology for United American Insurance/Torchmark Corporation. During her tenure there, she was responsible for the corporate IT environment and strategy for all Torchmark subsidiaries specializing in life and supplemental health insurance.

Sheffield also served as the Vice President of Information Technology for American Messaging Services and Director of Information Technology for Verizon Wireless Messaging Services where she successfully led the consolidation of systems and infrastructure and the implementation of web-based customer service applications.

[Bernard DiFiore](#) commented, “As our company has continued to grow and expand nationally, we have been looking for the best approaches to scale our IT resources and ensure that we continue to maintain and improve our reliable services. Michelle’s background perfectly complements our goals, and she will provide us the perspectives we need to continue successfully growing our company and supporting our Broker partners.”

### **About BenefitMall**

[BenefitMall](#) is the complete Broker services company providing products, services and tools to make selling employee benefits to small businesses more efficient. Headquartered in Dallas, Texas and in business for 30 years, BenefitMall is the nation’s largest general agency offering sales support in 33 U.S. markets serving 11 states. Selling more than \$3 million in new premiums per day through a national network of more than 15,000 independent registered Brokers, BenefitMall offers thousands of plans from more than 100 leading insurance carriers.

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Additionally, BenefitMall has divisions representing many individual, stop-loss and senior products throughout the U.S. With more than 175,000 in-force groups, BenefitMall supports nearly two million employees and their dependents. For more information, please visit our [website](#).

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