



## **Daniel D. Somma**

*Sales Director*

*ETA Insurance Group*

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Dan Somma joined ETA Insurance Group, a U.S. Employee Benefits Services Group partner firm, in September 2023 as a Sales Director.

Dan began his group insurance career in 1990 with Blue Cross of Western Pennsylvania and Pennsylvania Blue Shield, the predecessor of Highmark Blue Cross Blue Shield, in the Regional Sales area of the Commercial Accounts Division. He became an Account Manager in the Special Accounts unit where he managed a customer base of nearly 250 accounts.

In 1994 Dan joined Hilb, Rogal and Hamilton (HRH) Company as an Account Executive in HRH's Pittsburgh office. In 1996 he became a Senior Account Executive with HRH and, in addition to his account management responsibilities, he successfully developed and serviced a number of new employee benefits clients. In 1997 Dan was promoted to the Benefits Department Sales Manager and his responsibilities were expanded to include the management of his client base, individual new business production, and management of the new business activity of the Department. In 1998 HRH regionalized its extensive national agency network and Dan was promoted to Regional Director, Employee Benefits, Mid-Atlantic Region. The following year, through a major acquisition that required the creation of a new region, he was asked to assume the leadership of the Northeast Region as well.

Dan joined Sovereign Benefits Consulting, Inc. (SBC), formerly known as Hartz Consulting Group, in October 2000 with the primary responsibility of new business development with a focus on larger case consulting engagements. Through his efforts after moving to SBC the Company extended its geographical reach to Northwestern Pennsylvania, Southeastern Pennsylvania, and the Lehigh Valley.

In October 2007 Dan formed Capital Insurance Advisors, LLC. (CIA) along with another former SBC employee. The firm specialized in workers' compensation and employee benefits consulting work. In January of 2009 he assumed full ownership of the firm. CIA concentrated on employee benefits consulting for small, mid-sized and large employers. In September 2023, Dan divested his interest in CIA when he joined ETA.

In addition to having developed a proficiency in multiple areas of employee benefit coverages and financing, Dan has unique and specific expertise in developing programs and group purchasing consortiums, including affinity group/association programs. He received a Bachelor of Science degree in Business Management from Robert Morris College in 1985.