



Daniel Matthews

Sales Director

Daniel Matthews joined Hillendale Associates, a U.S. Employee Benefits Services Group partner firm, in January 2022. He is a seasoned manager and leader bringing an outstanding record of success and expertise in operations, project management, sales, and training. Daniel has had a diverse career in the US Marine Corps and in the financial planning and insurance industry having served in multiple leadership positions, operations roles, and various sales positions in his career.

Daniel was born and raised near Pittsburgh, Pennsylvania. He graduated from Seton Hill University in 2011 with a bachelor's degree in History. While in college Daniel enlisted in the Marine Corps Reserve and upon graduating, he was commissioned as a Second Lieutenant. His first position in the Marines was a Platoon Commander in Okinawa Japan, following that tour Daniel wrestled for the All- Marine Corps wrestling team, then was transferred to North Carolina where he served as an Assistant Current Operations Officer for a Marine Forces Command. Daniel then deployed to Iraq and served in a head quarters element as a Training Officer and Assistant Operations Officer. Upon his return to North Carolina, he acted as a Strategic Engagement Planner and Current Operations Officer. After that Daniel was transferred to California where he was a Commanding Officer of a Military Police Company, following his command time he finished his military career while serving as an advisor and readiness officer to the 1st Marine Division Commanding General.

Once Daniel was honorably discharged in 2020, he worked as a Financial Representative for Northwestern Mutual, helping clients with retirement planning and insurance. He then left Northwestern to work for an insurance marketing organization called Cardinal Senior Benefits, where he sold final expense life insurance and retirement products.