



Darin Reeser

Managing Partner, Texas Practice Leader

U.S. Employee Benefits Services Group

Darin Reeser joined U.S. Employee Benefits Service Group (USEBSG), a division of U.S. Retirement & Benefits Partners, in September 2024 as the Texas Practice Leader and Managing Partner of the Irving, TX, USEBSG branch. He is responsible for new business development and overall operations in benefits brokerage firms throughout the state.

Before stepping into his current role, Darin was an integral part of building a new supplemental health sales team at Securian Financial, where he was responsible for the Western U.S. territory. His leadership was pivotal in increasing the company market share, presence, and enhancing the overall customer experience.

Earlier in his career, Darin served on the executive team at Allstate Benefits as Vice President of National Accounts, where he oversaw sales operations across multiple states in the South-Central region. His efforts contributed to the division growing into an industry leader during his 10 years there. He has also held roles as a benefits broker, and a fully insured medical sales rep during his group insurance career.

Darin graduated from Eastern Illinois University with a Bachelor of Arts degree in Speech-Communication.