



Geoffrey Goff

Director

U.S. Employee Benefits Services Group

Geoff joined U.S. Employee Benefits Services Group (USEBSG) in October 2021 as a Sales Director in the Northeast Texas region. His responsibilities include identifying target markets, new client acquisition, developing channel partnerships, and extending market penetration.

Geoff has extensive and diverse experience in consultative sales. Prior to USEBSG, Geoff was a member of the sales leadership team at an HR SaaS company that specialized in benefits administration implementation and employee retention. In this role he was responsible for implementing new sales initiatives, mentoring new account executives, and motivating a nationwide sales team.

Geoff uses a consultative approach with his clients. His knowledge of HCM needs allows him to educate his clients to implement an effective employee benefits program that improves both talent acquisition and employee retention.

Geoff is an Alumnus of Texas Tech University. He lives in the DFW area with his wife and 3 children. He also teaches and serves on the leadership team of his Sunday School Class as the Curriculum Coordinator.

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