



Jim Cooke

Sales Director

U.S. Employee Benefits Services Group

Jim Cooke is a local Texan who joined U.S. Employee Benefits Services Group (USEBSG) in July 2021 as a Sales Director. Jim is responsible for developing partnerships and new client acquisitions while expanding business opportunities that extend throughout Texas. Identifying target markets that include public and private sectors, Jim consults and fosters business relationships that are diverse and unique.

Prior to joining USEBSG, Jim ran a successful Life and Health consulting firm in Fort Worth and was a District Manager for a national voluntary benefit carrier. He spent many years consulting and educating business owners in the understanding and implementation of employer-sponsored benefit programs.

With over 20 years of diverse consulting experience, Jim works hand-in-hand serving all his clients with integrity while effectively communicating, educating, and implementing more robust benefit programs.

Jim is an avid golfer and active member of his church in Mansfield, TX, where he lives with his wife and four children.