

Longfellow Benefits Names Cooper Director of Marketing and Communications

New Position at Fast-Growing Boston Firm

BOSTON—Dec. 17, 2009— Longfellow Benefits, a Boston-based employee benefits brokerage and consulting firm, named Meghan Cooper director of marketing and communications, a new position at the firm. The South Boston resident was senior consultant, employee benefits.

“Marketing and communication are key components of our growth strategy, and in her new role Meghan will be a great asset to our firm and its clients,” said Managing Principal Joseph M. Gray.

Cooper, who joined the firm in 2004, will meet with clients regularly and develop and implement an integrated marketing strategy.

An expert in designing and implementing employee benefit plans, Cooper is a Certified Employee Benefits Specialist (CEBS). She received her bachelor’s degree from Colgate University.

Serving organizations in New England and nationally, Longfellow Benefits provides employee benefits, retirement plans and executive benefits. Its staff includes experts carrying top professional designations: Registered Employee Benefit Consultant (REBC), Chartered Life Underwriter (CLU), Registered Health Underwriter (RHU), Licensed Insurance Advisor (LIA), Master of Business Administration in Taxation (MBA), Certified Employee Benefits Specialist (CEBS), Certified Financial Planner (CFP®), Chartered Financial Consultant (ChFC) and Accredited Investment Fiduciary (AIF®).

For more information, visit www.longfellowbenefits.com or call 617-351-6000.

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