



## Biography

### Jeff Cook

Vice President, Employee Benefits Division

Jeff Cook is a recent addition to the Alper Employee Benefits Division. With over 16 years of employee benefits expertise, Jeff continually strives to bring value to Clients with creative solutions to complex challenges. The old axiom "no two businesses/clients are alike" compels him to take a fresh look at every Client's unique circumstances, and allows Jeff to offer advice tailor-made to their situation.

Jeff's strong background in benefits is enhanced by a long history of providing communication solutions to Clients. He understands that great benefits are better appreciated by employees only when communicated effectively by employers. As a long-time proponent and advocate for employers and employees, Jeff has become extremely proficient in creating pro-active programs, including wellness initiatives that help prevent claims upfront.

As a member of the Society of Human Resources Professionals (SHRM), and a member of its Professional Referral Committee and Strategic Partnership Committee, Jeff keeps in close contact with the changing needs and challenges that organizations face in protecting their most important asset - their people. He also serves on the Board of Directors of The Marklund Foundation, a non-profit organization for the severely disabled.

*“We will tailor a solution to fit the needs of clients and their employees.”*

Jeff Cook