

NEWS

For Immediate Release



Alera Group Adds Sukhi Bahal to Team

February 22, 2022 (Marlborough, Mass.) - The Alera Group, the employee benefits insurance partner of the Cooperative Credit Union Association, announces Sukhi Bahal has joined the team as the Director of Sales and Strategic Partnerships. Bahal brings with him 15 years of experience as an accomplished sales leader and trusted consultant for the Financial Institution sector, including credit unions. He will be responsible for expanding the breadth of insurance and technology solutions for CCUA members.



Sukhi Bahal

“The opportunity to be a dedicated employee benefits solutions resource for the CCUA is exciting and timely,” said Bahal. “There is a need to seriously address the cost of health insurance, address the constant pressure to master compliance and improve employee retention efforts. I’m also excited to show credit unions how to effectively use emerging payroll and administration technologies. There isn’t a better time to leverage Alera’s vast resources on behalf of CCUA member credit unions.”

Prior to joining The Alera Group, Bahal was the Global Rockwell Alliance Renewal Specialist, managing the global book of software renewal business for digital innovation expert PTC’s largest channel partner. At Allied Solutions, he served as Regional Vice President managing relationships with over 300 financial institutions and 70 channel partners, delivering innovative products and services. Bahal got his start in the credit union space working at Alloya Corporate Federal Credit Union (FKA Members United Corporate Federal Credit Union) with CUs across MA, RI, NY, NH and large National Credit Unions. Bahal is thrilled to be back in the credit union movement.

About Alera: The Alera Group is among the largest and most sophisticated employee benefits firms in the United States. With over \$ 1 Billion in annual revenue and 2,100 employees, The Alera Group is becoming the market leader in group insurance, payroll, benefit administration technologies and compliance for US employers.

To reach Sukhi Bahal: Sukhi.Bahal@aleragroup.com Direct: 978-578-6430

###