

David A. Reid

Founder and CEO

David Reid has over 30 years of experience in the employee benefits and group insurance industry and was one of the earliest adopters of technology as an integral strategy for employers in the late 1990s.

Mr. Reid started his career as a group sales representative in 1986 with John Alden Life, and after a short period with Lincoln National Corporation, then became a consultant and agent for Unison Benefits Management, a leading provider in the Minneapolis/St. Paul marketplace. It was here that Mr. Reid became Vice President in 2000 and a partner of Unison, Inc. cultivating over \$5 million of annual revenue. Unison was eventually acquired by Arthur J. Gallagher of Gallagher Benefit Services Inc.



In 1999, Mr. Reid was among the first to venture into the world of online technology designed for employee benefits enrollment and communication, and in 2005 founded Apprize Technology Solutions (www.apprizetechnology.com) and served as President. Today, the company continues as a leader in providing online benefit enrollment solutions for brokers and employers by using industry leading enterprise software solutions.

In 2012, Mr. Reid co-founded Ease (www.ease.com) to create a small group solution that provides the robust eligibility management features previously limited to enterprise solutions used by large employers. After just three years, in 2015 Ease was launched on the West Coast and is among the most widely adopted, fastest growing solution for brokers and employers in the area, with over 50,000 employers and over 1,200,000 employee users.

Throughout his career, Mr. Reid's focus has been creating broker-centric solutions that are easy to use.