

## Michele Moffitt Joins Parrott as Business Growth Specialist

Beaufort, NC (*November 1, 2023*) – Parrott Benefit Group is excited to announce the addition of Michele Goss Moffitt to our Group Sales Team. Michele holds a BS in Business Administration from UNC Charlotte’s Belk College of Business and brings 25 years of experience in employee benefits. She has worked much of her career as a broker for the small and middle market segments.

As a Business Growth Specialist, Michele will collaborate with clients to design and implement benefit strategies that align with their business goals. Located in Beaufort, Michele will be serving current and future clients of the area as Parrott expands our services to the east coast of North Carolina.

“We are delighted to upgrade our east coast client coverage effort with the addition of Michele, who brings with her a skill set that we appreciate in today’s insurance market,” said Parrott President Liz Shive. “With her extensive knowledge of the industry and her talent for building lasting relationships, we believe that Michele will be an asset that allows us to meet our goals for growth and provide our clients with the high-quality resources and services they deserve.”



After COVID, and many years in the Raleigh area, Michele and her family decided to make a change and move to the small town of Beaufort, NC. She has twin daughters who are freshmen in high school and are active in volleyball and horseback riding. When she’s not working or cheering her girls on in sports, Michele loves to spend her free time boating and enjoying the NC coast.

Michele says, “I am thrilled to join Parrott Benefit Group! I was drawn to PBG because I love the boutique family-owned agency that puts their clients first. I look forward to providing my clients the level of service offered at PBG, that most other firms in today’s time have lost touch with providing.”

### ABOUT PARROTT BENEFIT GROUP

Founded in 1981, Parrott Benefit Group is your partner in tailored benefit solutions. Our mission is to provide innovative benefit strategies for clients by utilizing a professional staff dedicated to excellence, service, and integrity. Parrott’s approach to the healthcare market combines innovation and strategy with a time-tested commitment to client service excellence. We help clients stratify key business initiatives to include healthcare, human resources, compliance, technology, and financial planning. With locations in Lexington, Raleigh, and Blowing Rock, we currently help around 200 of North Carolina’s employers to meet the needs of today’s workforce and be prepared for the next generation. Take your benefits to new heights with Parrott Benefit Group.

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