



## Andrew Soderman

*Sales Director*

*U.S. BENCOR/MidAmerica*

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Andrew Soderman joined U.S. BENCOR/MidAmerica, a U.S. Retirement & Benefits Partners partner firm, in July 2023 as a Sales Director for the New Jersey and New York region. His primary responsibility is educating state and local government organizations on the benefits of establishing HRA, Special Pay, and FICA Alternative plans. Through these types of plans, Andrew is helping employees of these organizations reach their goals of retiring with dignity.

Prior to joining U.S. BENCOR/MidAmerica, Andrew began his career in 2014 at Equitable Distributors, LLC in their Group Retirement division. Starting off on the 403(b)/457(b) Sales Desk, Andrew was responsible for partnering with external wholesalers to drive 403(b) and 457(b) business development in multiple geographic territories, exceeding sales goals each year and being named the 2019 Internal Wholesaler of the Year. In 2020, Andrew moved onto Equitable's Group Retirement Sales Operations team as a Marketing and Sales Support Manager, providing ongoing sales support to the 401(k), 403(b) and 457(b) teams, in addition to managing numerous sales and marketing related projects.

Andrew graduated from the University of Scranton in June 2014 with a bachelor's degree in Marketing and a minor in Finance. Outside of work, Andrew is an outdoor enthusiast, enjoying activities including fishing, camping, hiking, golfing, and playing rugby. He has been a member of Montclair Rugby Club since 2010, proudly serving as co-captain of the team since 2016.

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