

Aptia Group announces investment in the US through enhanced employee benefits provision to drive 2025 growth ambitions

LONDON, UNITED KINGDOM, January 29, 2025 /EINPresswire.com/ -- [Aptia Group](#), a leading provider of employee benefits and retirement solutions, has announced a significant investment in the U.S. market as part of its mission to address critical challenges facing today's workforce. The expansion reflects [Aptia's](#) commitment to building innovative solutions that empower

employees and their families to live healthier, more supported lives.



We bring a global perspective and a proven track record in navigating the complexities of pensions and employee benefits.”

Bala Viswanathan, Founder and CEO of Aptia Group

With this announcement, Aptia is doubling down on its U.S. presence through significant investments in technology, talent, and partnerships. The company plans to open new regional offices, onboard top industry talent, and collaborate with employers and policymakers to drive meaningful change.

The U.S. workforce is evolving rapidly, marked by an ageing population, increased economic volatility, and a rise in non-traditional employment structures, such as gig work and hybrid roles. These changes have exposed glaring inefficiencies in the current employee benefits landscape.

According to a 2023 report by the U.S. Department of Labor, over 45% of workers express dissatisfaction with their employer-provided benefits, citing high costs, poor accessibility, and outdated technology as key barriers. In addition, more than 30% of workers in the U.S. are ineligible for crucial benefits, including health insurance and retirement plans, due to a patchwork system ill-suited to meet the needs of today's diverse workforce. The resulting financial insecurity has left many workers underprepared for critical life events, from health crises to retirement.

“A system that fails nearly half the workforce is not sustainable,” said Bala Viswanathan, Founder and CEO of Aptia Group. “The U.S. is at a tipping point. We see an extraordinary opportunity to apply our expertise in high-quality administration to create systems that work seamlessly for employers and employees alike. Our mission is to ensure that no worker feels left behind.”

Aptia's approach is built on a deep understanding of the needs of modern workers and their

employers. By leveraging cutting-edge technology, a client-centric approach, and global expertise, Aptia aims to raise the standard of employee benefits.

“We bring a global perspective and a proven track record in navigating the complexities of pensions and employee benefits,” said Viswanathan. “By investing in the U.S., we’re creating solutions designed not only to fix systemic inefficiencies but to build trust and security for generations to come.”

“Great employee benefits are not just about efficiency—they’re about impact,” added Jeff Williams, Aptia’s US President & CEO. “By creating solutions that adapt to the complexities of today’s workforce, we are building a foundation for a healthier, more secure future.”

Watch the campaign live on CBS News [here](#).

Aptia Group, a global leader in health and retirement solutions, has announced a strategic expansion into the U.S. market. This move underscores Aptia’s mission to redefine employee benefits and provide innovative solutions that address the critical needs of today’s evolving workforce. With increasing economic volatility, an ageing population, and non-traditional employment structures such as gig work and hybrid roles, U.S. workers face significant challenges in accessing essential benefits. Bala Viswanathan, Founder and CEO of Aptia Group. Believes “the U.S. is at a tipping point” and that the business sees “an extraordinary opportunity to apply [its] expertise.” Aptia aims to tackle the systemic inefficiencies in the market through cutting-edge technology, global expertise, and a client-centric approach, delivering solutions that empower employees to lead healthier, more secure lives.

Aptia is a trusted provider of employee benefits and pensions services, with offices in the UK and U.S., supported by shared services in India and Portugal. We manage programmes covering over seven million people and serving more than 1,100 clients. Aptia delivers efficient and reliable solutions that ensure the smooth management of pension plans and employee benefits programmes. Our dedicated team of experts combines in-depth knowledge with leading technology to simplify the administration process.

Mariella Del Federico
Acumen Media
+442035533664 ext.
[email us here](#)

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