Tabitha Balderas, Featured By Influential Women, Brings Specialized PEO Underwriting To The Whole Insurance Industry



HERRIMAN, UT, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Combining Technical Insurance Knowledge, Resilient Leadership, and a People-Centered Approach

Bella Vista, Arkansas – Tabitha Balderas has built a career defined by continuous learning, resilience, and a commitment to helping businesses protect themselves and their employees. Based in Bella Vista Arkansas, she serves as Manager of the PEO Group at WCF Insurance, where she works as a technical underwriting specialist and subject matter expert for Professional Employer Organization (PEO) clients. With more than a decade of progressive underwriting experience, she brings specialized knowledge of workers' compensation, regulatory requirements, risk analysis, and program management to an increasingly complex insurance landscape.

Tabitha's journey in insurance began in the early 2000s, when she entered an industry that would eventually become a long-term professional calling. Over the years, she progressed through sales support, marketing services, and underwriting roles before moving into specialized PEO underwriting. Her willingness to learn and pursue unfamiliar areas of the industry ultimately led her to a niche that she had not initially known much about.

That curiosity became an important turning point in her career. Tabitha went from not knowing what a PEO was to helping develop a profitable program designed to provide workers' compensation insurance to small and mid-size businesses. Today, her work involves structuring compliant, data-driven insurance programs while balancing risk management, regulatory

considerations, and long-term relationships with clients.

For Tabitha, professional success has always been closely connected to learning and relationships. She attributes her accomplishments to her desire to continue developing her knowledge, establish lasting connections, and find meaningful ways to help others. The opportunity to help businesses protect both their operations and their employees has remained particularly fulfilling throughout her career.

Her technical background includes experience with workers' compensation risk analysis and rating bureau frameworks such as NCCI and WCIRB, as well as regulatory alignment under NAIC standards. She holds a Bachelor's degree in Marketing from the University of Phoenix and has pursued additional professional development in strategy, leadership, and insurance. Her credentials include the Chartered Property Casualty Underwriter (CPCU) designation, a Utah Property and Casualty, Life and Health license, and training in strategy execution and leadership.

Her commitment to development reflects a broader philosophy that there is always something new to learn, particularly in an industry experiencing significant changes in its workforce and knowledge base.

One of the challenges Tabitha identifies within insurance is the loss of institutional knowledge as experienced professionals retire. At the same time, she sees significant opportunities for the next generation. Colleges are increasingly offering risk management courses, helping introduce students to the industry and create new pathways for recruiting emerging talent.

Tabitha also believes insurance offers considerable room for specialization. Professionals can explore different areas, develop valuable skills, identify niche markets, and build rewarding careers. Her own experience in PEO underwriting serves as an example of how entering a specialized area can open new professional opportunities.

Her approach to leadership is grounded in fairness, empathy, integrity, and respect. Tabitha follows the Golden Rule as a guiding principle, using it to shape how she interacts with colleagues, clients, and business partners. She believes strong professional relationships are built through genuine respect and a willingness to understand the needs of others.

As a woman working in an industry that remains male-dominated, particularly at senior leadership levels, Tabitha is also passionate about encouraging women to pursue opportunities with confidence. She emphasizes that women do not need to conform to traditional approaches to relationship-building or feel that they must meet every requirement before applying for an opportunity.

Her advice is straightforward: know what you want, recognize that you are capable of achieving it, find supportive mentors, speak up, and apply. She encourages women to challenge imposter

syndrome rather than allowing it to determine what opportunities they pursue.

Tabitha's own career reflects that philosophy. She has experienced setbacks, but resilience has helped her continue moving forward. The best career advice she has received—"Don't worry about tomorrow"—has reinforced her belief in focusing on what can be accomplished today while recognizing how far she has already come.

Through her role at WCF Insurance, professional credentials, continued education, and involvement in organizational initiatives, including serving as the current chair of the WCF Women's Inclusion Network, Tabitha Balderas continues to combine technical insurance expertise with people-centered leadership. Her career demonstrates the value of staying curious, embracing specialized opportunities, and approaching professional relationships with integrity and purpose.

Learn More about Tabitha Balderas:

Through her Influential Women profile, https://influentialwomen.com/connect/tabitha-balderas

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