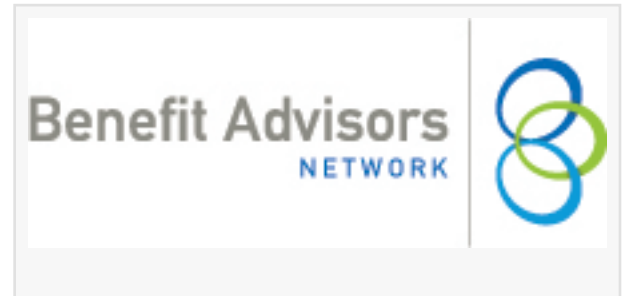


Benefit Advisors Network and GIS Announce Strategic Partnership to Accelerate Member Growth

Partnership will provide BAN member firms with specialized resources to expand revenue opportunities, manage growth, and strengthen expertise



CLEVELAND, OH, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- [Benefit Advisors Network \(BAN\)](#),

an international network of progressive and visionary employee benefits brokers and consulting firms

across the United States and Canada, today announced it has entered into a strategic partnership with [GIS](#). The partnership will help BAN member firms capitalize on growth opportunities across ancillary, worksite and voluntary benefits.

“

BAN's strength has always been our ability to bring independent advisors together around resources and relationships that help them compete and grow - this partnership extends that philosophy.”

*Perry Braun, President & CEO
of the Benefit Advisors
Network*

GIS will work alongside BAN member firms as a strategic resource, helping agencies identify and strategically place appropriate risk products, grow revenue and strengthen expertise in the ancillary, worksite and voluntary benefits marketplace. The partnership expands BAN's resources to help independent advisors pursue new growth opportunities, manage that growth effectively and navigate an increasingly sophisticated employee benefits landscape.

“Independent benefits advisors have an enormous opportunity to expand the value they provide to clients through ancillary, worksite and voluntary products - but successfully growing in these areas requires expertise,

resources, and capacity,” said Perry Braun, President and CEO of Benefit Advisors Network.

Continued Braun, “GIS is a Benefits Operating Partner that brings a highly specialized perspective and infrastructure that can help our members pursue these opportunities strategically and efficiently. This partnership gives BAN members another resource to help them grow revenue, develop their people, and strengthen their position in the marketplace.”

Under the partnership, GIS will support BAN members in four primary areas:

- Strategic revenue growth: Helping member firms identify opportunities to appropriately incorporate risk products into existing client relationships and generate additional revenue.
- Growth management: Helping agencies manage the time, resources and expenses associated with expanding their ancillary, worksite and voluntary benefits business.
- Team development and thought leadership: Helping agency professionals deepen their expertise and develop stronger thought leadership in the ancillary, worksite and voluntary benefits space.
- Carrier marketplace advocacy: Supporting BAN members in navigating and advocating for their interests within the ancillary carrier marketplace.

"There's a tremendous amount of opportunity in the ancillary, worksite, and voluntary marketplace, but opportunity alone doesn't create growth," said Michael McCormack, Head of National Partnerships at GIS. "Agencies need the right strategy and resources to turn that opportunity into meaningful revenue while continuing to deliver for their clients. Our role is to provide specialized support needed to pursue growth without having to build every capability internally which puts further strain on capacity and expense management."

The partnership also reflects the increasingly complex role independent benefits advisors play as employers seek more comprehensive solutions for their workforces. Employers need solutions that: meet the needs of the employees as well their individual risk management situations, position the employer to better attract and retain employees, and strengthen the advisor's overall relationship with the employer.

"BAN's strength has always been our ability to bring independent advisors together around resources and relationships that help them compete and grow," Braun said. "This partnership with GIS extends that philosophy into an area with significant opportunity for our members."

About Benefit Advisors Network (BAN)

Founded in 2002, BAN is an exclusive, premier, international network of independent, employee benefit brokerage and consulting companies. BAN delivers industry leading tools, technology, and expertise to member firms so that they can deliver optimum results to their employee benefit customers. BAN intentionally limits membership because of the highly collaborative interactions. For companies looking to join BAN, please contact Steve Yarcusko at syarcusko@benefitadvisorsnetwork.com. For more information, visit: www.benefitadvisorsnetwork.com or follow them on LinkedIn.

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