



## **Blair Booth**

**Senior Benefits Consultant  
Innovo Benefits Group  
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Blair joined Innovo Benefits Group in 2021, bringing experience in benefits consulting, helping businesses to implement meaningful and value-focused employee benefits solutions. As a senior benefits consultant, Blair works with a wide variety of clients to find right-sized benefits packages that work for employers and employees. She takes pride in providing clients with comprehensive white glove service—from benchmarking analysis and midyear strategy meetings to renewal analysis/negotiations, open enrollment education for employees, and everything in between. Blair also plays an integral role in our marketing and business development efforts. Blair is a multitasked and crucial member of the Innovo team and takes great pride in helping employees truly understand their workplace benefits and how to get the most out of what is offered. Before joining Innovo, Blair worked as a benefits analyst and benefits consultant with brokerages out of Western Massachusetts. She earned her bachelor of business administration degree in human resources management and services and her masters of business administration with a concentration in project management from Southern New Hampshire University. Blair is licensed as a Massachusetts Life & Health Producer.