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David Cooke is vice president in the Chicago practice of Brown & Brown. He has more than 30 years of experience in health and welfare benefits with a financial and underwriting background. Cooke leads clients in formulating long-term benefit strategies to mitigate rising benefit expenses, including the impact of health care reform. He specializes in helping organizations manage their health and welfare programs through plan design analysis, vendor evaluation and selection, financial performance evaluation and compliance reviews. Cooke has worked with clients ranging in size from 100 to 100,000 employee lives. Previously, he worked as a health and welfare consultant for several other national employee benefits consulting firms. Cooke has consulted on both U.S. and global health and benefits programs. He has also worked in leadership capacities at major insurance carriers in account management and product management roles. Cooke earned the Certified Employee Benefit Specialist® (CEBS®) designation in 1997. He has served on the ISCEBS Professional Development, Symposium Education and Chapter Webcast committees as well as on the Governing Council and as a board member of the Chicago Chapter. He is a past member of the CEBS Committee and the Corporate Board of the International Foundation of Employee Benefit Plans. Cooke received a bachelor of arts degree from Colgate University. In 2025, he was inducted in the ISCEBS Hall of Fame.