



Laura Cross

Vice President, Private Equity Practice
Brown & Brown
Burlingame, California

Laura Cross is a vice President in the private equity practice at Brown & Brown. With 17 years of experience in benefits consulting, she brings deep expertise in overseeing all aspects of employee benefit program strategy and ongoing management. Laura serves clients across a wide range of industries, partnering closely with them to navigate an evolving benefits landscape. She combines strategic planning, data-driven analysis, and personalized service to deliver practical, tailored solutions that meet each organization's unique needs. Previously, Laura worked at Filice Insurance/Acrisure, where she served as a strategic account manager and primary HR interface for mid- to large-group clients. In this role, she focused on alternative funding arrangements, financial modeling, program implementation, project management, and benefits compliance. Earlier in her career, Laura was with Equity Risk Partners, specializing in M&A due diligence, strategic planning, financial structuring, and the design and implementation of employee benefit programs for private equity firms and their portfolio companies. Laura holds a Bachelor of Arts in Philosophy from the University of California, Davis, with a minor in Native American Studies.