



Eric P. Gulko, J.D.

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Eric founded Innovo Benefits Group in 2016 with the goal of bringing together subject matter expertise, innovative solutions, and simplified processes into a complex industry in a constant state of change. From inception, Innovo was built around a commitment to deliver white glove service to every client—which can only be achieved by assembling a team that shares his calling to help organizations elevate their benefits management. Through Eric’s vision and leadership, Innovo has become a recognized industry leader and trusted community resource. Eric’s vision and leadership make up the backbone of Innovo, and he is continually applying his specialized knowledge and experience to influence positive change in the insurance industry. He serves on the board of directors for the Massachusetts Health Connector and is a member of the Massachusetts Health Policy Commission’s advisory council. In 2023, he was named president of the National Association of Benefits and Insurance Professionals-Massachusetts (NABIP-MA). Eric is also an advocate and influential voice for major and industry news publications, including *The Boston Globe*, *Boston Business Journal*, and *U.S. News and World Report*. Before founding Innovo, Eric served as vice president at Summit Benefit Solutions, corporate benefits manager at Boston Scientific, and benefits analyst at Hewitt Associates. He also spent several years as an adjunct associate professor at Framingham State University. Eric earned a bachelor of arts degree from Emory University and a juris doctor degree from Boston College Law School. He is licensed as an individual insurance producer for life, health, and accident insurance and is a member of the National Association of Benefits and Insurance Professionals.