



MARK S. GAUNYA, GBA
Principal, Borislow Insurance

Mark is an employee benefits advisor with over 24 years of experience in the employee benefits industry. As a former sales leader for several regional and national health insurance companies in three geographic markets, covering all market segments and employing multiple funding models – Mark is uniquely skilled in developing consultative solutions to complex challenges.

Seven years ago, Mark joined Jennifer Borislow as her equity partner and a Principal at Borislow Insurance. Prior to that, Mark was Vice President of Consumer-Driven Health Plan Sales for Tufts Health Plan and Destiny Health. He also served as the Vice President of Sales for Cigna Healthcare in Chicago, Director of Commercial Account Management for CareFirst Blue Cross Blue Shield in Washington D.C. and the Financial Controller for a healthcare provider operation in Alexandria, VA.

Mark co-authored Bend the Healthcare Trend – a book written to address how Consumer-Driven Health and Wellness Plans lower insurance costs. He has been quoted and published regionally and nationally in the Wall Street Journal, Boston Globe, Boston Business Journal, Health-Plan Inter-Study, Round the Table magazine, Insurance News Net, Employee Benefit Advisor and Employee Benefit News. He has also been a featured speaker at Million Dollar Round Table, Top of the Table, the National Association of Insurance and Financial Advisors and Employee Benefit News as well as various industry associations around the country.

Mark is a graduate of the University of Rhode Island, a devoted husband to his wife Debbie of 20 years and the proud father of 3 children. He is the President of the MA Association of Health Underwriters, Member of the Million Dollar Round Table and Top of the Table and a board member of various insurance company advisory councils and the MA Healthcare Connector, as well as a frequent public speaker.

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