

CEO of the Year | Insurance Sector

Tanya Boyd (Tanya Boyd & Associates)

USA

Tanya Boyd is the President and CEO of Texas-based Tanya Boyd & Associates, LLC, an independent, majority-female boutique insurance agency specialising in health insurance for individuals and companies.

Tanya launched the practice in 2006 as a sole proprietor, but thanks to a combination of hard work, determination and a growing reputation for excellence, she saw the company double its client-base each year during the first decade – adding more than 50 new groups and 100 individual clients in 2016 – whilst also expanding the team to include seven other highly-skilled practitioners.

From the beginning she immersed herself in learning everything she could to save businesses and families money on their benefit programs. Tanya and her team stay committed to learning, through conferences, continuing education, and participating on panels of experts. She also became a mentor and even began teaching continuing education classes to her competitors, peers, HR professionals and those with an interest in the field.

Named one of the Most Influential Women in Benefit Advising in 2014, 2015 and 2017 by industry publication “Employee Benefit Adviser,” Tanya was also featured as a Woman to Watch by “Austin Woman” magazine in April 2018. The Corporate LiveWire judging panel is delighted to put another feather in Tanya’s cap by naming her the CEO of the Year for the Insurance Industry.

With health insurance premiums on the rise and plan options diminishing, finding affordable healthcare solutions is becoming increasingly difficult which is why the Corporate LiveWire judging panel wanted to highlight the driven determination of Tanya and her team in helping people through cost-effective solutions. The satisfaction and gratitude of her clients is duly reflected by her exceptional 98% client retention rate.

With any award, Boyd sees this as an honor she can contribute to her team with a shared goal of putting their clients’ needs first. Insurance can be a vulnerable purchase and a personal choice for corporations/individuals. “Our company is all about making our clients the priority. We don’t want our clients to feel overwhelmed. Therefore, we walk through the process with them. We want them



TANYA BOYD

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to focus on their core business & we focus on ours, (which is helping them) and it’s a win-win.”

Tanya Boyd & Associates prides themselves in finding solutions to meet the unique needs of every business owner and individual they speak with, concerning their health plan options which often involves getting out of their comfort zone, with the endgame being their clients best interest.