



DedhamExecutiveCenter
990 Washington Street, Suite S109
Dedham, MA02026

T: (781) 326-8201

F: (781) 326-6048

<http://www.insightperformance.com>

FOR IMMEDIATE RELEASE

Insight Performance President elected to SBANE Board of Directors

Dedham, Mass. –November 17, 2014 – Insight Performance, a human resources and employee benefits consulting firm, announced that Michael D. Ward has been elected as a Member Director to the Board of Directors for The Smaller Business Association of New England, Inc. (SBANE), a private not-for-profit association of approximately 600 member companies located throughout the six-state region. Prior to being elected to the Board of Directors, Ward has been involved with SBANE for seven years, with most recently helping SBANE launch their support service called HR.Live as well as participating in the Innovation Awards and Manufacturer's Conference and as a Breakfast meeting Sponsor.

"It is such an honor to be elected to the SBANE Board of Directors and I am thrilled to be championing the mission of an organization that helps fosters healthy, vibrant businesses in our local communities," said Michael Ward, President of Insight Performance.

Ward brings many years of knowledge and experience in working with small businesses. He has successfully led many high growth organizations with his considerable expertise in strategic management, organizational development, and business growth strategies. Ward has served as President of Insight Performance for the past four years and has lead Insight through a significant growth period and expansion of the business. Previously, he was Executive Vice President of Eastern Benefits, the employee benefits brokerage division of Eastern Bank. Prior to Eastern Benefits, Michael was President and Founder of Harbour Benefits Insurance Brokerage, which he sold to Eastern Bank in 2004.

"Michael will be a great addition to the SBANE Board and will bring a solid understanding of the needs of business said Nancy Mobley, founder and CEO of Insight Performance. "I have seen firsthand his strategic approach to helping companies solve their business challenges so they can thrive long-term," Mobley continued.

Michael has a Bachelor of Arts degree from Tufts University and MBA, summa cum laude, from Babson College.

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About Insight Performance, Inc.

Founded in 1995, Insight Performance, Inc. is a strategic human resources consulting firm that works with small and mid-sized companies to build exceptional workplaces. The firm, with offices in Dedham and Salem, Massachusetts, provides proven and cost-effective HR solutions to help companies, in a wide range of industries, solve real-world problems, and achieve their business goals. Insight Performance has been named a “Best Place to Work in Massachusetts,” the national recipient of Employer of the Year and Best Overall Company of the Year for Service Businesses (under 100 employees), and was a national finalist for Best Human Resources Organization. Additional information can be found at www.insightperformance.com.