

Name: Kiara Urraca

Company: Gravie

Session: Panelist on ICHRA: Tools, Tech & Tactics for Real-World Success -Panel Discussion

BIO:

Kiara is a seasoned health insurance professional with deep expertise in ICHRA, ACA, Medicare, and employer-sponsored benefits. Currently serving as Sales Executive for Gravie's Florida market, Kiara specializes in helping brokers navigate Level Funded and ICHRA solutions for their employer clients.

Prior to joining Gravie, Kiara built an impressive track record in sales leadership for an FMO fostering strategic relationships with brokers and national carriers. Kiara played an active role educating brokers on sales opportunities in the health insurance market.

A recognized voice in the industry, Kiara earned CMS panel expert status, presenting IFP compliance and marketing insights to over 6,000 brokers in 2023. As a member of the NABIP Central Florida Chapter, Kiara has presented to broker audiences on both the IFP market and ICHRA opportunities, and delivers training covering CMS updates, ACA deep dives, and ICHRA education.