

**Name:** Logan Hold

**Company:** Zorro

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

**BIO:**

Logan Hold is a founding member of the sales team at Zorro, where he helps brokers and employers deliver smarter, more flexible health benefits through the ICHRA model.

With a background spanning employee benefits and compliance, Logan brings a rare combination of technical know-how, relationship-driven selling, and hands-on problem-solving to every broker and employer partnership. He's known for earning trust quickly, running thoughtful discovery, and rallying stakeholders around innovative strategies that drive results.

Before Zorro, Logan led Partnerships at ERISA Pros where he worked with some of the largest employee benefits agencies in the country ensuring their clients were in compliance with ERISA.

Logan holds a Bachelor of Science from Utah Valley University. He lives in Canton, Georgia with his wife and two daughters.