



# ESSENTIAL SOLUTIONS

National Company. Local Customer Service.

## Regional Vice President/Southeast

*The RVP oversees the regional managers, new and existing Healthcare Advisors, and Agencies within the region. They will guide you through the Medicare onboarding and sales processes that are unique to each carrier. Your RVP is here to help you grow, as well as retain your Medicare practice, through the use of extensive tools, strategies and resources that Essential Solutions has to offer.*

## Education and Licenses

*Keuka College, Keuka Park, NY  
Life & Health Insurance Licences*

## Professional Experience

*Ed has been with Essential Solutions since October 2020. Prior to coming on board, he had been both a Benefit and Lead Benefit Consultant with Anthem for 8 years, and a Benefits Consultant with WellCare for 1 year.*

*Ed is a top performing Sales Executive credited with combining sales, marketing & business development expertise to deliver substantial revenue growth in the highly competitive healthcare market. His strength lies in developing sales potential in new market areas as well as leading teams to consistently exceed sales goals. Ed had the honor of winning the Top Sales Rep Award for 6 straight years with Anthem, as well as the award for #1 Performing Benefit Consultant in Market for WellCare in 2012.*

## Personal Interests

*Ed is a husband, father of three, & grandfather. Faith and family are both incredibly important in his life. He most enjoys spending time with family, listening to jazz and any adrenaline rush producing activity, such as jet skiing, driving high performance vehicles, & flying in small planes, and also considers himself a foodie.*



**Edwin Cabassa Jr.**

*Regional Vice President/Southeast  
Essential Solutions USA*

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