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Press Release

March 31, 2016

## [Engage PEO Grows Northeast U.S. Presence Adds PEO Veteran Darrell Prinsell as Vice President of Sales](#)



Fort Lauderdale, Fla. ? March 31, 2016 ? [Engage PEO](#), a leading professional employer organization providing HR outsourcing solutions to small and mid-sized businesses across the U.S., today announced the addition of Darrell Prinsell as vice president of sales, Northeast. Prinsell will help expand Engage?s already significant presence in the region, working closely with insurance brokers to offer Engage?s full suite of HR solutions to companies in the tri-state area and nationally. He will be focusing on growing Engage?s presence in New York.

?Engage?s strong growth is due in large part to our ongoing relationships with brokers and clients in the Northeast,? said Jay Starkman, chief executive officer of Engage. ?Darrell has deep roots in the region, an extensive network and a proven track record of PEO sales success. Especially as a long-time resident of New York, he is a great fit there and a welcome addition to Engage?s rapidly growing sales team.?

Prinsell brings more than 25 years of business development experience to Engage. Most recently, he was a broker sales manager for a regional PEO in the Northeast. Prinsell has also founded and led several businesses including a boutique investment bank and two regional transportation companies. He earned a bachelor?s of arts degree from Boston University and is an active member of the National Association of Health Underwriters (NAHU) and past member of the New York Venture Capital Association (NYVCA) and the Growthsource Academy (GSA).

?Every day, I tell insurance brokers in New York and across the region that there has never been a better time for their clients to partner with a PEO,? said Prinsell. ?That?s why I am excited to be joining Engage. No other team knows the industry and broker channel better and their sales and service teams are truly best-in-class.?

### **About Engage PEO**

Engage PEO delivers comprehensive HR solutions to small and mid-sized businesses, sharpening their competitive advantage. Comprised of the industry?s most respected veteran professional employer organization

executives, certified HR professionals and attorneys, Engage PEO provides hands-on, expert HR services and counsel to help clients minimize cost and maximize efficiency for stronger business performance. The company's superior service offering includes a full range of health and workers' compensation insurance products, payroll technology and tax administration, risk management services and advanced technology as part of an extensive suite of HR services.

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