



Vincent C. Ashton
Executive Director

Mr. Ashton offers more than 12 years of accomplishment-laden experience in the insurance industry. His noteworthy career of providing strong direction, capable advice and counseling within the insurance industry is highlighted by his current position as Executive Director of the New York Health Purchasing Alliance (HealthPass). As the Executive Director since 2004, Mr. Ashton oversees the Sales, Customer Service and Operational components of the organization. By employing a dedication to maximizing organizational efficiency and production, while incorporating the highest servicing standards, the New York Health Purchasing Alliance has catapulted into a desirable choice model for over 4,000 small group employers.

Mr. Ashton brings a sincere enthusiasm necessary to inspire and lead his team in light of management challenges faced by small start up and growing companies which comprises almost 90% of current enrollments. Prior to his appointment as Executive Director, Vince held the position of Director of Sales which afforded him the opportunity to cultivate loyal Broker and General Agent relationships necessary to secure sales production goals. These relationships are the cornerstone of HealthPass' success.

Leveraging an expansive portfolio of insurance products - 4 carriers and 25+ plan options - Vince proved time and time again his flexibility in responding to market conditions and an ability to adapt in the effort to meet and exceed company goals. As Executive Director, Vince has successfully established HealthPass as a preferred supplier of health insurance coverage throughout the lower 10 counties of New York.

An alumnus of The College of the Holy Cross, Vince holds his Bachelor of Arts in History. He is an innovator who continually stays abreast of current industry trends and contributes his expertise by participating in numerous panel discussions facilitated by various Local- and State-based organizations and agencies. Mr. Ashton serves as a valued consultant to several neighboring state agencies on the viability of adapting the HealthPass choice model to tackle the dilemma of uninsured working individuals and small business owners. Vince resides in Tinton Falls, NJ with his wife and son.