



Rich Krekstein

Vice President | NFP Corporate Benefits

As the VP of Corporate Benefits Rich manages all of NFP's regional new client development and marketing initiatives in addition to playing a key role in managing existing clients. His creativity and client focus have been instrumental in attracting and retaining client-partners over the years. Since joining NFP in 2007 Rich has played a significant role in helping grow NFP into the largest privately held employee benefits firm in the area, offering best in class client service and support to over 320 mid-market clients.

Previously, Rich was an executive with ADP Employer Services-Major Accounts in Fort Washington, PA, where he worked with middle market employers in the areas of Payroll/HRIS and Benefits Administration.

Rich is a graduate and active alumnus of Lower Merion High School and Penn State University. He passionately serves on several non-profit boards and committees including PEBA (PENJERDEL Employee Benefits and Compensation Association), the Philadelphia Chapter of SHRM (Society for Human Resource Management), Philadelphia HRPS (Human Resource Planning Society), and Delaware Valley's HR person of the year Awards.

Rich's enthusiasm for the advancement of the Human Resource professionals led him to co-found HR Today Radio (www.hrtodayradio.com), the Delaware Valley's #1 radio show dedicated to Human Resources.

Rich is a resident of Blue Bell where he is active in a number of charitable organizations including AIPAC, CHOP, Philadelphia Academies, JNF, and FAJA.

Rich has spoken, and presented for numerous audiences on various benefits related subjects such as; Healthcare Reform, Private Exchanges, Group insurance underwriting methodologies, Benefit cost cutting strategies, Alternative funding strategies, Emerging benefits and HR trends.



Rich has worked with dozens of organization's HR Departments in the areas of Recruitment, Retention, Cost Reduction, and Strategic Planning.