

Health Insurance Underwriter, December 2011

This Month's Expert

Paula Colling is the vice president and HAS business development officer at Blackhawk Bank. She has been in charge of the program for the past three years. While her area of specialty is Health Savings Accounts, she also has six years of general banking experience, including a broad knowledge of the commercial and retail products. She is licensed to sell life and health insurance in Wisconsin, and is Wellness-Certified through the Wisconsin AHU.

Prior to working in the financial industry, Paula was on the educational and research staffs for the Gerry Museum in Los Angeles. She then served as a major gifts officer for Beloit College in Beloit, Wisconsin. Paula is a graduate of Loyola Marymount University, Los Angeles with BFAs in Art History and Theology. She is an avid reader, loves cooking and enjoys the outdoors with her husband, Todd, and their three children in beautiful Northern Wisconsin whenever possible.