



## Gustavo A. Pérez-Fernández, MBA, HIA, CPFC

### Professional Profile

Gustavo A. Pérez-Fernández is the Senior Vice President of Commercial Sales at Triple-S Salud. He is responsible for leading sales and group business administration at Triple-S, which includes commercial groups and U65 Business Segment, as well as private Medicare Advantage groups.

His career and expertise in sales, marketing, product development, and business have been in the field of health insurance. Driven by results, his professional development has been accelerated since he began his career in 2005 at First+Plus Medicare Advantage as a sales and marketing manager for Medicare Advantage products. In 2012, he was appointed Vice President of Sales and Marketing at Triple-S Advantage. In that capacity, he was responsible for launching the new Triple-S Advantage brand, which combined the attributes of American Health and Triple-S Health in the Advantage business.

He holds an MBA from Interamerican University, graduating Magna Cum Laude. He is a Certified Personal Finance Counselor, certified in personal finance counseling, and holds a designation as a Health Insurance Associate from America's Health Insurance Plans. He is a member of the Sales and Marketing Executives Association of Puerto Rico and serves on the Board of Governors of United Way, among other community-based and philanthropic organizations.