



Pavlina Sustr-McCollum

VP Colorado Employee Benefits

Pavlina Sustr-McCollum has more than 25 years' in executive leadership experience establishing and implementing a variety of business and employee benefit solutions for employers.

Professional Experience and Accomplishments

An innovative advisor who is skilled in strategic planning, plan design evaluation and implementation, and financial cost projections within the healthcare and employee benefit consulting industries.

She has been working with public and private employers for over 25 years. She has expertise in employee benefits, financial strategy development, renewal management, vendor negotiations and provider contracting.

She is effective in creating and implementing multi-year strategies that include; plan funding; employee and employer contributions; wellness strategies; total rewards and plan designs that impact utilization and plan costs for employers.

Pavlina is experienced in the complexities of consolidating multiple plans, including plans leaving Professional Employer Organizations (PEOs), and mergers and acquisitions.

Prior to joining NFP Pavlina was at a global and regional consulting firm. She was a Senior Account Executive and Unit Leader. She consulted employers on their employee benefit programs and managed and mentored a team.

Education and Professional Development

Pavlina attended the University of Colorado, and earned her Bachelors of Science in Biology. She has a designation of International Benefits Managements through IFEBS and a Colorado Health and Life license.



Consulting Expertise

- CEO and C-Level Advising
- Subject Matter Expert
- Trusted Advisor
- Team Building
- Public Speaking

Industry Expertise

- Long Term Strategic Planning
- Plan Designs
- Funding Strategies
- Administration Processes

Technical Expertise

- Mergers, Acquisitions and Consolidations