



FOR IMMEDIATE RELEASE

Mantissa Group LLC Announces Strategic Partnership with Insurance Distribution Thought Leader Ross Cohen and Cohen Advisory LLC

Parrish, FL — May 14, 2026 — Mantissa Group LLC today announced a strategic partnership with insurance distribution executive and thought leader Ross Cohen and **Cohen Advisory LLC** to support the firm’s continued expansion within the insurance and financial services sectors.

Cohen spent nearly a decade at New York Life building the digital infrastructure that drives revenue productivity across large, distributed field organizations. He specializes in improving sales effectiveness through technology, data, and operational design.

As Chief Operating Officer of Field Productivity at New York Life, Cohen led a 40-person organization responsible for supporting a national field force of more than 12,000 agents, advisors, and field managers. During his tenure, he helped build NYL’s first enterprise digital sales platform, including a CRM adopted by 90% of active agents, a client-facing digital sales platform that increased close rates for new agents by 30%, and a GenAI-powered coaching platform designed to improve field performance.

Through this partnership, Mantissa Group and Cohen will collaborate on strategic advisory services focused on insurance distribution, sales productivity, operational effectiveness, technology enablement, and AI-driven transformation initiatives.

“Ross brings a unique combination of operational leadership, technology innovation, and deep insurance distribution expertise,” said Don Desiderato, CEO and Founder of Mantissa Group. “His experience building scalable digital and analytics capabilities aligns directly with our mission to help clients modernize operations and drive measurable business outcomes.”

“I’m excited to partner with Mantissa Group and support organizations navigating transformation across the insurance and financial services industries,” said Ross Cohen. “Together, we bring a practical, execution-focused approach to helping clients improve growth and operational performance.”

About Mantissa Group

Mantissa Group LLC provides business and technology consulting services focused on transformation, operational excellence, and measurable business outcomes. Founded by a former Fortune 75 executive, Mantissa Group combines strategic insight with strong delivery capabilities to help organizations accelerate growth and modernization.

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