

NEWS, MERGERS &amp; ACQUISITIONS

# OneDigital Acquires Selden Beattie, Inc

AUTHOR [OneDigital Newsroom](#) DATE 10.21.2020 READ TIME 3 minutes

## Acquisition Strengthens OneDigital's Market Presence in Florida

ATLANTA, GA – October 22, 2020 – OneDigital, the nation's leading strategic advisory firm focused on driving business growth for employers of all sizes, has acquired Selden Beattie, a Coral Gables, Florida-based company providing strategic employee benefits services. This acquisition will be OneDigital's 10th office location in Florida, strengthening OneDigital's presence and client-reach in the Southeast United States region.

“We are excited to welcome Beverly and the Selden Beattie team of industry leaders to OneDigital Florida. Beverly's unique, in-depth approach to strategic planning is consistent with our customer-centered design to revolutionize benefits and HR. Together, we are adding a greater scale of industry knowledge and experience to champion for our clients in the Southeast market and across the nation.

— [Bruce Goin, Managing Principal, OneDigital Florida](#)

“Joining forces with a national powerhouse that offers added scale and capabilities for our clients was significant in deciding to align with OneDigital,” said Beverly Beattie, Selden Beattie's Managing Principal. “At a time of unprecedented growth for Selden Beattie, the alignment with OneDigital allows us the autonomy to continue to deliver our successful, outcome-driven value proposition. We are excited to join OneDigital and look forward to collaborating with leadership to continue delivering innovation and results-driven solutions to our industry.”

Led by Beverly Beattie, Selden Beattie has established a notable reputation throughout the Southeast—leveraging strategic planning practices and innovative health plan funding models to provide its customers with effective and meaningful solutions. Upon joining OneDigital, Selden Beattie customers will have access to expanded resources that include benefits, HR consulting, technology solutions, and increased compliance and actuarial expertise.

The expansion of the employee benefits division further complements OneDigital's comprehensive advisory services and market-leading solutions in over 100 offices throughout the country, serving close to 50,000 clients. The firm has a well-established track record of doubling and tripling the size of operations in new markets and is seeking additional firms to join this team over the next 12-24 months.

## About OneDigital

OneDigital is the leading strategic advisory firm in the U.S. and has consistently led from the front as a workplace ally for 20 years. OneDigital's unique ability to converge health, wealth and human resources into a hub of services and business guidance has empowered companies to create workplaces that attract and retain talent while fueling innovation and company growth. As employee healthcare, wellness and workplace benefits continue to shift, companies of all sizes have relied on OneDigital's exceptional advisory teams for counsel and its adjacent services, including employee benefits, holistic HR services, retirement and wealth management, employee wellbeing and pharmacy consulting. Headquartered in Atlanta, OneDigital's more than 100 offices and 2,000 business strategists serve the needs of over 50,000 employers across the nation.

OneDigital has been named to the Inc. 5000 List of America's fastest-growing companies every year since 2007, one of only 11 companies to do so. Currently listed as 18th on Business Insurance's list of 100 Largest U.S. Brokers, OneDigital's deep analytic abilities and experienced advisors deliver insights that reduce business risk and improve plan design and performance. For more information, visit [www.onedigital.com](http://www.onedigital.com).

## About Selden Beattie

Selden Beattie was founded by Beverly Beattie in 1997 with the vision to "change the conversation" around employee benefits. For over 20 years, Selden Beattie has continued to serve as a champion for the employers and employees across the nation. Selden Beattie Consultants engage with each client to build a tailored, multi-year strategic plan that serves as the roadmap for success in achieving the highest level of ROI. These services include total rewards structuring, data analytics and population health, pharmacy plan maximization, workforce technology, employee engagement and navigation, communication strategies, recruitment and retention, compliance, and HR consulting and management.

### ABOUT THE AUTHOR



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