

CAMP HILL, Pa. (March 1, 2023) — Misael Guerra, MBA, KHS, of Irvine, Cal., has been named regional vice president, Western Region, Sales, for United Concordia Dental, a national dental solutions partner.

Guerra brings more than 20 years of experience in business development focused in the health care and dental industries, including 13 years of service as a bilingual commissioned officer at sea for the U.S. Navy. His work with the international community spans over several decades, including his expertise as a financial advisor to clients in Argentina, Chile, Brazil, Panama Mexico and Uruguay.

“As we continue to grow our business in the western region, having a leader who understands the industry and has experience working with international and diverse cultures will serve us well in helping meet the unique oral health needs of the companies, members and communities in the west,” said Kim Pinkerton, vice president, National Sales & Account Service, United Concordia Dental.



In this role, Guerra will oversee United Concordia’s commercial sales directors in Ariz., Calif., Co., Mo., N.M., Ok. and Texas, leading efforts to expand our business and provide personalized dental solutions in those regions.

Most recently, Guerra served as the vice president of Business Development for Liberty Dental Plan, where he was responsible for developing national business and revenue growth. He also founded GDL Latino America, S.A. and helped execute financial and accounting reports for the Mexican and Honduran governments.

Guerra holds a Master of Business Administration and Management from Webster University, a Bachelor of Arts in Sociology from the University of Arizona and is licensed by the Financial Industry Regulatory Authority (FINRA) and the Texas Department of Insurance.

To build his leadership skills, Guerra received an executive certificate in Developing Leadership Competencies through the IESE Business School of the University of Navarra. He serves on the board of the National Association of Insurance and Financial Advisors, and is a Desert Storm veteran, with service aboard nuclear submarines, guided missile cruisers and aircraft carriers.

To learn more about United Concordia, visit [UnitedConcordia.com](https://www.unitedconcordia.com).

Contact:

Kristy Cramlet
United Concordia Dental
717-260-7762
kristy.cramlet@ucci.com

Leilyn Perri
Highmark Health
717-302-4243
leilyn.perri@highmarkhealth.org

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