



Eric Bjurlin

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As the head of client communications for Fidelity's tax-exempt market, Eric Bjurlin leads the financial wellness engagement initiatives for nonprofit retirement plan sponsors. His role encompasses client consulting, designing, and executing benefits communication and education strategies. Eric's team tailors these solutions to meet the unique financial wellness needs of both plans and participants, bringing innovative ideas, embracing new approaches, and spearheading broad-based initiatives. Since joining Fidelity in 2000, Eric has nurtured a deep curiosity and passion for helping plan sponsors develop programs that truly understand and address employees' needs, with the ultimate goal of enhancing their overall well-being.