



## MEZRAH CONSULTING: CUSTOM NQDC SOLUTIONS THAT REDEFINE RETENTION

By **Todd Mezrah**, CEO and Founder of Mezrah Consulting and mapbenefits®

For more than three decades, Mezrah Consulting has focused exclusively on designing, funding, and administering nonqualified deferred compensation (“NQDC”) plans that align business goals with leadership retention. The firm’s experience lies not in offering off-the-shelf programs, but in creating custom-built solutions that reflect each organization’s unique structure, culture, and long-term objectives.

In a competitive talent market, where top performers are consistently recruited and retention pressures are rising, executive benefits have become a critical differentiator. Mezrah Consulting partners with Human Resource (“HR”) and Finance leaders to turn compensation into a strategic advantage—one that builds loyalty, engagement, and lasting commitment among key executives.

### Solutions to Executive Retention Challenges

Finding new ways to retain and motivate executives to deliver at the highest levels is becoming increasingly difficult. With competition often pirating management talent, the executive mindset of “never enough” taking hold, and the cost of losing key talent equal to 300% of total compensation, companies are faced with significant challenges.

### Mezrah Consulting delivers solutions for these exact challenges.

By combining strategic consulting experience with advanced

plan administration capabilities, the firm creates programs that help organizations retain leadership talent while aligning long-term performance with shareholder value. Each plan is carefully designed to fit the organization’s governance and funding—ensuring a direct link between compensation design and retention outcomes.



Todd Mezrah

### mapbenefits®: Transforming Administration into an HR Advantage

Supporting every plan is mapbenefits®, Mezrah Consulting’s proprietary SaaS platform purpose-built to simplify administration and enhance participant engagement. Developed in-house and continuously refined, mapbenefits® gives HR and

Finance professionals a single, secure environment to manage every aspect of plan oversight—from enrollment and reporting to financial management—with precision and confidence.

Built on Salesforce’s Force.com infrastructure, mapbenefits® combines enterprise-grade reliability with a human-centered design. Its automated workflows, validation checks, and real-time reporting minimize administrative strain and eliminate the inefficiencies that often burden HR departments.

Mezrah Consulting provides the strategy; mapbenefits® brings the technology—together offering a seamless experience for plan sponsors and participants from concept to execution.

“Technology is essential,” says Todd Mezrah, Founder and CEO, “but it’s only powerful when combined with people who understand the purpose behind it. Our goal is to make executive benefits both manageable and meaningful—for the organization and the individual alike.”

By bridging the gap between plan administration and strategic retention, mapbenefits® gives HR professionals a platform that delivers operational efficiency, strengthens the executive experience, and supports measurable retention outcomes.

### Key Advantages for HR and Total Rewards Professionals

For HR teams and Total Rewards professionals, Mezrah Consulting’s approach and mapbenefits® capabilities deliver measurable differences:

- Improved retention and engagement among executives who understand and value their benefits.
- Streamlined administration, enabling HR and Total Rewards teams to focus on strategy—not manual processes.
- Reduced errors and compliance risks through automation and accurate data integration.
- Enhanced communication and planning tools that strengthen transparency and trust with participants.
- Efficiency through more than 60 automated workflows that simplify enrollment, contribution tracking, and reconciliation.
- Compliance confidence supported by proprietary P&LIR Technology™ (profit and loss impact reducer) that reconciles assets and liabilities automatically.
- Real-time data accuracy that produces current, consistent, and reliable reporting.
- Participant self-service access, reducing HR’s day-to-day inquiries.
- Scalable infrastructure that supports growth and increasing plan complexity without additional administrative burden.

### Innovation in Practice: Solving Industry Challenges with Purpose

While most of Mezrah Consulting’s work focuses on executive

benefits for public and large private organizations, the firm is also known for developing innovative solutions to industry constraints.

One example is the MSO Deferral Plan™, a structure created to address the unique challenge faced by majority owners of S corporations who are typically shut out of traditional deferred compensation plans.

Although this specific strategy applies primarily to owners of closely held companies—it demonstrates the firm’s ability to identify gaps that others overlook and engineer solutions that deliver meaningful financial, economic, and governance advantages.

This same innovative mindset underpins the consulting, plan design, and administration work Mezrah Consulting provides to HR teams: identifying challenges, tailoring solutions, and creating measurable impact for the organization and its executives.

### Technology, Trust, and Measurable Retention

At Mezrah Consulting, specialization and subject matter experience are their key differentiators. The firm’s sole focus on executive benefits—supported by its proprietary mapbenefits® platform—creates a partnership that HR leaders can rely on.

For HR professionals, this partnership means clarity, control, and confidence. Plans are easier to manage, executives are more engaged, and organizations retain their leadership talent longer.

Because when experience meets innovation—executive retention becomes a measurable outcome, not an aspiration.

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### ABOUT MANAGE HR

ManageHR, through its print and digital magazines, websites, and newsletter, provides real-life knowledge and HR practices frameworks to transform the roles of its readers from HR professionals working for a business to Business managers who specialize in HR.

Our mission is to empower HR managers to step out of their traditional Silo and embrace a strategic role for their organizations, explicitly using talent to drive business value to customers and shareholders rather than just responding passively to the routine needs of businesses.

ManageHR offers its readers high quality, timely, and informative news concerning HR issues, as well as the insightful opinion and best practices advice from their peers facing similar situations. We cover all traditional responsibilities of HR departments: Managing job recruitment, selection, orientation and promotion, career development and job training, managing personnel policies, developing and managing employee benefits and wellness programs to handling work-site injuries or accidents.

In every one of these areas, we bring out new technology and consulting/training/services solutions available, experiences of organizations and businesses using these solutions to get an edge in HR functions and advice of senior practicing HR professionals on how to introduce these solutions in readers organizations and companies.