

# Conference Speakers

## **Bo Armstrong, DataPath, Director of Marketing**

Bo Armstrong leads all marketing initiatives for DataPath and its subsidiaries. He joined DataPath in 2015 and has over 15 years of marketing leadership experience.

Prior to joining the company, Bo held multiple marketing leadership positions with Fortune 500 companies such as Windstream Communications and Alltel. At Windstream, he devised pricing strategies that drove annual top line revenue growth by six percent while improving profitability 20 percent, and executed direct marketing strategies that grew annual consumer revenues by over \$30 million. At Alltel, Bo led the Marketing Analytics department, devising new statistical methods to uncover customer needs and measuring the company's success in producing solutions that addressed those needs.

Bo's responsibilities include branding, client communications, social media, public relations, product marketing, and promotions. He focuses on identifying emerging market trends within the benefits industry, advocating for customers and their needs within DataPath, and communicating the value of our solutions to our clients.

Bo holds a Bachelor's degree in Computer Science from Texas A&M University and a Master's degree in Religion from Liberty University.



## **Michelle A. Barki, Esq., Medcom, Director of ACA Compliance, Enforcement and Consulting**

Ms. Barki brings over 30 years of experience healthcare benefits including several assignments with major Healthcare carriers, Third Party Administrators, leading nonprofit agencies, and the public sector. She has been a registered nurse for 25 years and has practiced law for over 10 years, both as a litigator and with Medcom as Senior Legal Counsel. Ms. Barki set up Medcom's ACA department in 2015 with the focus on applicable large employer IRS reporting and full-time employee determinations. Ms. Barki is a proven leader in both the health care and legal communities, with strong experience in meeting the employee benefits needs of major employers.



### **Steve Bachelder, Information Security Officer, Alegeus**

Steve Bachelder currently serves as the Information Security Officer for Alegeus Technologies. Alegeus is the market leader consumer healthcare funding platform in the industry with 40% market share. As the Information Security Officer Steve is responsible for safeguarding \$9 billion in annual transactions spread over 30 million consumers and their personal information. In this capacity he manages a team of engineers and analysts. He is responsible for the cyber security of Alegeus' platform as well as managing Alegeus' corporate governance and risk, which encompasses credit card compliance, banking compliance and HIPAA compliance.



### **Chris Byrd, Executive Vice President, WEX Health**

Chris oversees the daily execution of WEX Health's business and leads the company's business development, M&A, and industry and government relations efforts. Chris has over 25 years of experience in employee benefits and banking. As a founder of Evolution Benefits in 2000, he played a key role in designing the proprietary architecture for EB's prepaid benefits card. Previously, Chris focused on finance, strategy, and business development for Value Health and two startup health care companies. He began his career in commercial banking. A frequent speaker on emerging trends in financial services and benefits, Chris is active in industry and government relations.



### **Mark Galvin, MyMedicalShopper, President and CEO**

Mark Galvin co-founded MyMedicalShopper in late 2013 with the intention of building technology, products, and services that could be used to drive savings of as much as \$1 trillion annually from the cost of healthcare in the United States. He believed a very broken healthcare industry needed to focus on three major concepts: the alignment of financial interests with the consumer, medical price transparency, and the reduction of administrative overhead. After over three years in development, MyMedicalShopper has introduced the first healthcare price transparency platform to be fully integrated, from pre-care to post-care, with the industry's largest and most comprehensive consumer healthcare funding platform.

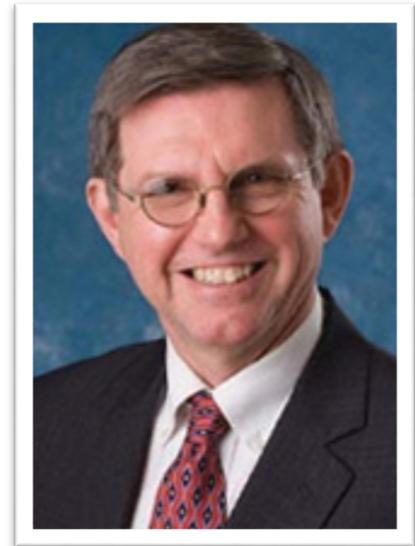
Prior to forming MyMedicalShopper, Mr. Galvin founded four rapid-growth, venture capital-backed technology companies that he operated as President and CEO. Each company grew at rates that put them in the 100 fastest-growing private companies in the U.S., with his third company, Cedar Point Communications, named as #2 on the INC 500 in 2007.



Mark studied math and computer science in the Faculty of Science at McGill University in Montreal and completed his Lean Launchpad Educator studies at U.C. Berkeley Haas School of Business.

### **Larry Grudzien, Attorney at Law**

Lawrence (Larry) Grudzien, JD, LL.M. is an attorney practicing exclusively in the field of employee benefits. He has experience dealing with qualified plans, health and welfare, fringe benefits and executive compensation areas. He has more than 35 years' experience in employee benefit law. He has extensive practice advising on all aspects of employee benefit law including: drafting and reviewing individually designed and prototype retirement plans and Employee Stock Ownership Plans (ESOPs), performing due diligence on employee benefit issues for merger, acquisition and outsourcing transactions and advising on administrative and design issues, involving qualified retirement plans, including ESOPs and health and welfare plans. Mr. Grudzien was also an adjunct faculty member of John Marshall Law School's LL.M. program in Employee Benefits and at the Valparaiso University's School of Law. Mr. Grudzien has a B.A. in history and political science from Indiana University, J.D. from Valparaiso University School of Law and LL.M. degree in tax from Boston University School of Law. He is a member of Indiana and Illinois Bars.



### **Matt Isbell, COBRA Resources, Inc., COBRAMan**

For 28 years, Matt has consulted with insurance companies, TPA's and employers on compliance issues, but his true passion is COBRA education. At 2000 educational conferences, Matt has personally guided employees of the IRS and U.S. Department of Labor, along with benefits administrators, on successful federal COBRA compliance procedures. Matt has even trained the staffs of national compliance companies which is why he is considered the leader in federal compliance training.

His upbeat, 110% effort in conducting the seminar has led an attendee at several of Matt's seminars to describe his presentations as "not really a seminar, but an event not to be missed." By including attendees' personal experiences from the front lines in the benefits office, Matt integrates the information throughout the day to show correct administration procedures. His positive style will reinforce your proper compliance efforts, and will help you identify any potential flaws in your system before they become actual problems. Matt also has the unique ability to take the legal mumbo-jumbo of federal laws and explain it in a plain English way for you to learn. Widely known for his energetic presentations, he will help you see the entire compliance picture in a way that is entertaining while being highly informative.



As founder of COBRA Resources, Inc. Matt is sought after as a convention workshop/ seminar speaker.

### **Duke Janssen, Alegeus, Director of Marketing**

Duke Janssen is a Director, Marketing & Sales Programs. Duke works to ensure Alegeus clients, partners, products and services are positioned for success in the market. In his role, Duke works to help maximize consumer savings, optimize spending behavior, and create optimal business results for Alegeus clients.

Duke brings more than 8 years of experience to marketing consumer directed healthcare accounts. Working closely with Alegeus clients, partners, and prospects, Duke works to ensure clients are positioned for growth, operational efficiency, and profitability through the use of the Alegeus platform.

Duke has a bachelor of business administration and marketing from the University of Wisconsin Milwaukee.



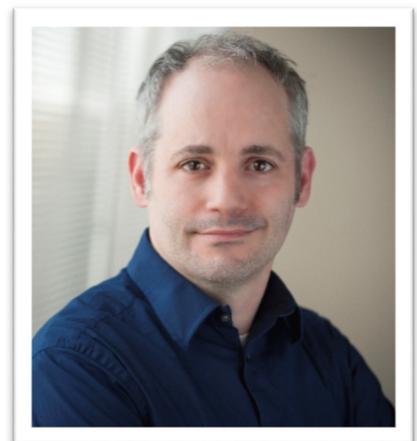
### **Chris Rodkey, Alegeus, Director of Product Management**

Chris Rodkey is the Director of Product Management at Alegeus, where he is responsible for the strategic direction of the Alegeus consumer directed healthcare account platform and services. In his role, Chris works closely with clients to understand their market position and business environment - while working to align Alegeus solutions to meet those needs. Chris has more than 11 years of experience working with health plans, financial institutions, and third party benefit administrators to build leading consumer directed account programs.



### **Mark Shelhart, Sikich, CFI, CISSP, QSA Director, Forensics and Incident Response**

Mark is the Director of Forensics and Incident Response with Sikich, formerly 403 Labs. His expansive technical background and excellent communication skills allow him to efficiently drive e-discovery, incident response and other forensic projects to effective conclusions. His leadership role in the forensics practice includes speaking at conferences and writing for industry publications to share his knowledge of the information security and forensics industries. Mark has more than 15 years of experience working in consulting, information technology, e-discovery and incident response, including previous roles as a Vice President of Incident Response and Forensics and as a Forensic Practice Manager. He is a Core Forensic Investigator (CFI), Certified Information Systems Security Professional (CISSP) and a Payment Card Industry Qualified Security Assessor (QSA).



**Martin Trussell, CFC, ECFC, Executive Director**

Martin Trussell is the executive director of the Employers Council on Flexible Compensation (ECFC) bringing with him over 30 years of health benefits industry experience.

Marty's career includes senior leadership roles with third-party benefits administrators, managed care organizations, a financial institution, and - for over 12 years - the corporate offices of Humana, Inc. He has also been the president of a marketing communications firm specializing in serving health care clients.



Before becoming executive director, Marty had served on ECFC's board, while working as an executive at a member organization.

A graduate of The Ohio State University, Marty speaks and frequently writes about consumer-directed healthcare topics.

**About ECFC**

ECFC is a leading non-profit organization dedicated to maintaining and expanding employee benefit programs on a tax-advantaged basis. ECFC represents and promotes employee benefit programs through effective lobbying and provides education and awareness to members, compensation practitioners, national opinion leaders and the public to help advance health care consumerism. ECFC, which was founded in 1981 as the Employers Council on Flexible Compensation, is the single organization that focuses its efforts on preserving, protecting and defending the tax-advantaged programs currently available to working families through employer plan sponsors.

