L. WOOD BEDELL

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SUMMARY

Executive Leadership Manager with demonstrated experience in developing client strategy, solutions, and communications in health retirement and investment/asset management. Proven ability to grow and retain client services in key accounts and target organizations through identifying and developing strategic growth opportunities. Thought leader in creating benefit solutions that align with client values and developing integrated wellness and prevention programs that generate quality health and reduced cost. Proven managerial capability to lead and direct divergent work groups.

PROFESSIONAL EXPERIENCE

Health Fitness Corporation, Inc. 2005 - October, 2007

Vice President – Business Development

Responsible for major business development opportunities with primary emphasis on Fortune 500 companies. Responsible for over $4,000,000 in sales for 2006 and 2007. Helped HFC define both it's market and product in the Health Management industry. Responsible for all aspects of provider relations, proposal generation, client presentations, product pricing and implementation transfer.

Reformed Church in America

2005 – Present

Director, Board of Benefit Services

Responsible for all strategic and tactical operations and functions of the denomination's pension, health and welfare programs. Responsible for the management and stewardship of over $350,000,000 pension and welfare assets. Has transformed all programs to be both cost efficient and meet the varying needs of the participants. Created a health insurance program that provides quality medical care but also provides incentives for participants to move toward healthier lifestyles and to incorporate mind- body proven methods to help reduce stress and reliance on invasive medical therapies. Through plan design and education has been able to maintain a medical trend of less than 3% over the last two years.

UNITED METHODIST PENSION BOARD 1998 – 2004 (Nov)

$13 billion in assets (75th largest pension plan in the US). Largest non-government investor in affordable housing. Over last 20 years has ranked in the top 20% quartile in all investment classes.

<u>Chief Strategic Relations Officer</u>

Chief Relationship Manager for $13 billion assets, 50,000 participants and 115 stakeholders. Managed 12 client relationship managers, product development and management of Pension, Health, and Welfare programs and communications. 5 direct reports and 40 staff.

- *Relationship Management* – Developed strong business relationship of trust with senior influence and decision makers in client organization.
- *Health Redesign* – Re-designed established HealthFlex (medical program offered by UM Pension Board) program to provide more comprehensive and viable networks, web based enrollment and knowledge infrastructure, integrated wellness and chronic disease management functions, and comprehensive data inquiry program (Ingenix).
- *Client Service Delivery* – Served as the primary contact and partner to senior level client organization members and hold ultimate accountability to them for overall satisfaction with service delivery.
- *Pension Redesign* – Re-designed and created new pension program for participants that fully aligned participant values with design. Design incorporated uniformity, flexibility, stewardship, and appropriate

benefit. Pension program cited in *Financial Times*, Cover page of *New York Times* Business Section, and Crain's *Pension and Investments.* Voted Plan sponsor of the year 2004 by *Plan Sponsor* magazine.

- *Corporate Client Education Programs* – Instituted best practice training and development programs for corporate clients in pension, health and welfare education. Designed to identify strategic plan design issues as well as tactical issues of administration.
- *Corporate Liaison* – Spokesperson for organization on investment policy, benefits design, and client relationships to media, related association groups, Board of Directors and key stakeholders.

AON CONSULTING GROUP, Richmond, VA 1996 – 1998

Managing Consultant

Delivered client-focused strategy based in helping clients succeed through business solutions in retirement, investment, and health benefits. Personally responsible for developing profitable new business.

- *Relationship Management* - Managed selected key accounts that resulted in long-term client relationships, primarily in non-profit sector. Secured 4 new accounts.
- *Health Benefit Redesign* - Provided thought leadership and strategic direction on implementation of comprehensive wellness and chronic disease management program for client with 1200 employees. Clinical studies demonstrated improved health and reduced costs. Program achieved 33% reduction in health trend compared to average PPO population and over $2 million resulted in savings.
- *Client Service Delivery* - Grew Pension fund for one client from $12 million to $20 million. Redesigned investment policy and implemented efficient frontier modeling within strict social guidelines and out performed market.

MERCER, INC. 1983 – 1996

Managing Consultant and Principal

Delivered client-focused strategy based in helping clients succeed through business solutions in retirement, investment and health benefits. Personally responsible for developing profitable new business.

- *Relationship Management* **-** Managed selected key accounts in non-profit, government and healthcare industries.
- *New Business Development* **-** Brought in 25-30 new accounts.
- *Health Benefit Design* **-** Provided thought leadership and strategic direction on implementation of health, wellness and prevention concepts to corporate clients. Designed and implemented a national health insurance program for the American Red Cross and also implemented a comprehensive data query program that became basis of prevention and chronic disease initiatives with Red Cross that created over $3.5 million savings over a three-year period.
- *Client Service Delivery* **-** Generated over $4 million annually in total billings. Managed office's two largest clients – American Red Cross and Medical College of Virginia.

Previous experience: Held various consulting, marketing and insurance positions with Guardian Life, Alexander and Alexander, Inc. and Humana, Inc.

EDUCATION

B.A., Hampden-Sydney College, Farmville, VA

Financial Management Accounting, University of Chicago

Presentation Skills Seminar, Executive Communications Group