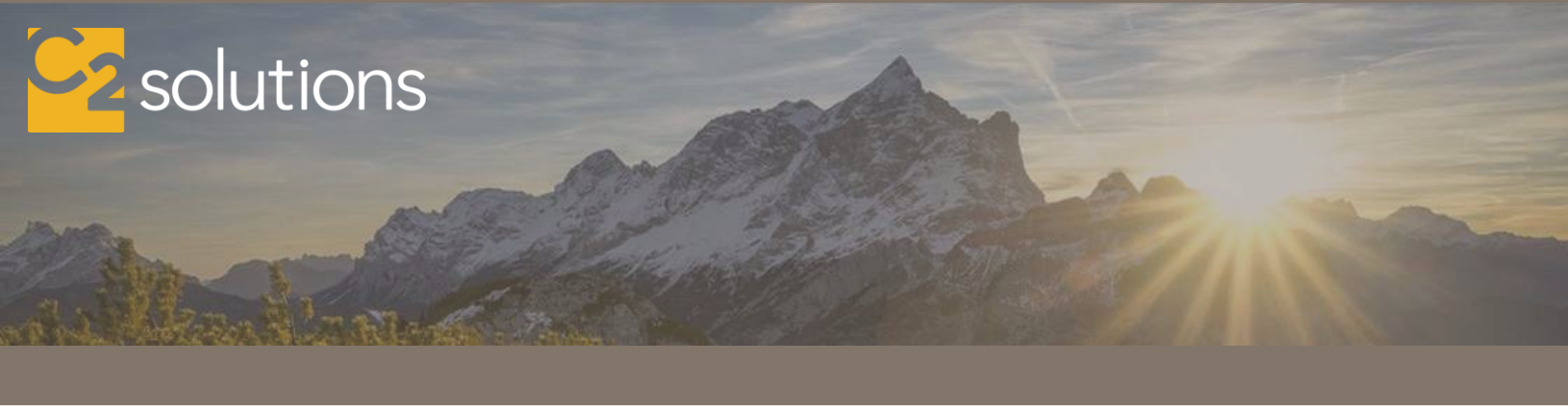


C2 Board of Directors

Bio Book

2026

708.476.4326 P.O Box 6824 Grand Rapids, MI 49516 poweredbyc2.com

Eric Jermyn

President, Employee Benefits

Cross Insurance



PROFESSIONAL OVERVIEW

Eric Jermyn is the President of Employee Benefits for Cross Insurance.

Eric has leadership responsibility for all aspects of employee benefits throughout the Cross Insurance footprint. Eric joined Cross 9 years ago after spending 22 years with Anthem Blue Cross and Blue Shield.

Eric is very active in the community, serving on the Board of the Maine State Chamber of Commerce, the Executive Leadership Team of the American Heart Association's Go Red For Women Luncheon, the Policy Committee of Maine Behavioral Health Care, the Maine Guaranteed Access Reinsurance Association and he was a founding Board Member of the Wade Millett Memorial Foundation.

Eric also serves as a volunteer Ambassador at Sugarloaf Ski Resort and a volunteer umpire for Gray-New Gloucester-Raymond Little League. Outside of work and the community, Eric enjoys skiing, golfing, boating, hiking and spending time with his family. Eric is also an avid fan of the Patriots, Bruins, Red Sox and Celtics.

Eric earned his Bachelor's Degree from the University of Massachusetts at Dartmouth.

Keith Ferdinando

Senior Vice President, Benefits

Cross Insurance



PROFESSIONAL OVERVIEW

Keith has overall responsibility for the Manchester, NH benefits organization and has over 30 years' experience as a benefits broker.

Keith successfully founded and operated his own insurance benefits brokerage as Ferdinando Insurance in 1993. In 2011, Keith merged his business with Cross Insurance and took on the role of Senior Vice President. The Cross-New Hampshire benefits office has grown into one of New England's premier benefit consulting agencies. The NH team provides benefit consulting and brokerage services to several of Cross' largest & enterprise clients including the Boston Red Sox, The Kraft Group (New England Patriots) and the Boston Globe. Keith has experience in alternative funding solutions, contract language and innovative solutions for large employers.

Keith has a Bachelor of Arts from Bates College, obtained his CLU and RHU designation with the American College, and has a lifetime membership in the Insurance Industries Million Dollar Round Table.

He serves on Producer advisory boards with Anthem Blue Cross, & Harvard Pilgrim Healthcare. Keith resides in Andover MA with his wife and 3 children.

Travis Dent

Senior Vice President/Shareholder

Holmes Murphy



PROFESSIONAL OVERVIEW

Travis Dent has been with Holmes Murphy for 19 years and started his career as a financial and healthcare analyst. Having served in various positions over his 19 years with the company, Travis has always stayed close to clients within the practice, actively selling and servicing a book of large/national clients with a broad geographic footprint. In his current role as Senior Vice President within the Employee Benefits Brokerage Services Practice, Travis serves as a lead strategist, providing client support in creating benefit plan designs, evaluating current and future offerings, identifying alternative risk solutions, determining best-fit vendors and providing financial and health plan budgeting. Travis is also on the Dallas Leadership Team and leads all service teams in the Holmes Murphy Dallas benefits practice.

Recognized as a leader in the industry, Travis was chosen by The Dallas Regional Chamber to participate in their 2017 Leadership Dallas program. In addition, he has served on both the Board and Executive Committee for Community Partners of Dallas, a Non-Profit dedicated to the support and placement of abused and neglected children throughout Dallas County, along with supporting the Case Workers that advocate for these children. Travis currently serves as the Board Chair for Community Partners for the 2022 and 2023 calendar years and is a Past President of their Young Professionals Group. In 2017, Travis was recognized by The Dallas Business Journal as a recipient of their 40 under 40 award, recognizing business and civic leaders throughout the Dallas/Ft. Worth Metroplex. Travis also currently maintains positions on the United Healthcare National Advisory Council, as well as the Lincoln Financial National Client Advisory Board.

Travis holds both a BBA and MBA from Texas Tech University. He also completed HMA University in 2012, The Holmes Murphy leadership program, and is a shareholder of the company. Outside of the office, Travis enjoys spending time with his wife and two young daughters, Brooklyn and Blake.

Stephanie Leuck

Vice President Team Lead – EB Shareholder

Holmes Murphy



PROFESSIONAL OVERVIEW

As a Vice President – Team Lead in our Employee Benefits division, Stephanie Leuck is responsible for the coordination and evaluation of fully insured and self-funded benefit plans for employers. She is also dedicated to helping her clients more effectively manage their benefit program costs through strategic design, data analysis, price transparency, and aggressive negotiation with vendors. In addition, she advises employers on the ever-changing legislative requirements and helps them protect their business and employee population with innovative solutions and strategies.

Stephanie graduated from the University of Iowa with a B.S. degree in Health Promotion. She is also a graduate of ABI's Leadership Iowa and Holmes Murphy University.

Active in the community, Stephanie volunteers her time and is involved with Women United for United Way of East Central Iowa, Go Red for Women, Junior Achievement, the Corridor Women Connect Advisory Council, and Xavier Catholic Schools. She is also part of Holmes Murphy's Women Optimizing Women (WOW) program. This program works to ensure Holmes Murphy is best-in-class as it pertains to hiring, mentoring, and retaining women.

When she's not at work, Stephanie enjoys spending time with her husband and three children. She also loves spending time outdoors running, biking, and hiking.

Kelsey Stacks

CEBS, GBDS

Director of Employee Benefits Sales

Partner



PROFESSIONAL OVERVIEW

Kelsey Stacks is the director of employee benefit sales and partner at M3 Insurance. In this role, she is responsible for sales support, market relations, training, and partnership of the firm's benefits sales team. She collaborates closely with executive leadership on key initiatives, executing on various strategies to grow and retain M3's client base.

Additionally, she manages and grows her book of business. Specializing in employe benefits, Stacks coordinates ongoing service for clients to ensure that their coverage meets their needs. She consults with and advises clients about the design, implementation and management of their benefit programs.

Outside of her professional endeavors, she finds joy in traveling, scuba diving and sunny lake days. In Summer 2024, she welcomes her identical twin daughters Kennedy and Keira into the world.

Earned Bachelor of Business Administration with a major in marketing from University of Wisconsin-La Crosse

Joined M3 in 2016
Part of the M3YOU program
Advanced to client executive, 2018
Named partner, 2023
Promoted to director of employee benefits – Milwaukee, 2024
Promoted to director of employee benefits sales, 2025

Ryan Barbieri



Vice President of Employee Benefits Sales

M3 Insurance

PROFESSIONAL OVERVIEW

Ryan Barbieri is a partner and vice president of employee benefits sales at M3 Insurance. In his role, Barbieri is responsible for the strategic direction, performance and growth of the employee benefits product line, practice groups, and sales teams.

Barbieri has strong experience working with mid to large employers in both the public and private sectors. In the public sector, he has built a solid reputation across Wisconsin, New York and Minnesota for the ability to work with administration as well as organized employee groups to create transformational cost containment strategies. In the private sector, he is experienced with complex benefits programs, wellness, mergers and acquisitions, and international benefits.

Earned Bachelor of Business Administration degree in marketing and management from Wisconsin Lutheran College. Gained 11 years of industry experience as a senior vice president with Willis North American

Joined M3 in 2015

First served as an account executive, Advanced to director of employee benefits-Milwaukee market, 2016, Promoted to current role, 2017

John Harris

Vice President, Benefits Practice Lead

Scott Insurance



PROFESSIONAL OVERVIEW

John is a strategic, mission-driven individual with nearly 20 years of experience working in health insurance/employee benefits and over 30 years in various management roles. Prior to joining Scott in 2022, he worked for Kaiser Permanente in Seattle, Washington, as Vice President and Executive Director of the Kaiser Foundation Health Plan of Washington. In this role, John led market strategy, product development and sales operations for the regional organization. His experience also includes leadership roles with Blue Cross and Blue Shield of Minnesota and UnitedHealth Group as well as significant exposure to the technology and retail sectors.

John is a graduate of Wake Forest University and the University of Virginia's Darden School of Business.

As Benefits Practice Lead, John:

- Leads ongoing strategy development and service implementation for Scott's Benefit Services practice
- Holds ultimate accountability for the Scott team's exceptional service delivery
- Leads in developing, managing and measuring effectiveness of goals and objectives for the benefits team
- Oversees initiatives such as financial risk performance, health risk performance/wellness, benchmarking, technology solutions, etc.
- Provides insight and resources pertaining to new benefit plan developments and innovative solutions

Garry Hill

Board Member & Partner

Sterling Seacrest Pritchard



PROFESSIONAL OVERVIEW

Garry Hill has over 20 years of expertise in the financial, consulting, and insurance industries, and specializes in Employee Benefits. Garry has held positions as a benefits broker, associate consultant, and portfolio manager in the technology and life services groups.

Garry received a Bachelor of Arts degree in Economics from the Williams School of Commerce at Washington and Lee University where he was on the NCAA Division III Men's Soccer and was selected All Conference. Garry was also the recipient of the Mollie Trent Signaigo Scholarship in Commerce and the Greg Eugene Mohr Scholarship.

With a dedication to giving back to the community, Garry is actively involved with 60 Feet, a non-profit committed to serving the needs of imprisoned children in Uganda, sings in the Sound Investment acapella music group, volunteers as a soccer coach for Top Hat soccer club, Say Yes!, and is an active member of Mount Vernon Baptist Church.

Mark Wilcox

Partner

Sterling Seacrest Pritchard



PROFESSIONAL OVERVIEW

Mark Wilcox has more than 20 years of employee benefits, commercial insurance brokerage, and risk management experience. He has held various positions and specializes in providing financial and strategic guidance to his clients across industries.

A dedicated professional, Mark holds the following professional designations: Group Benefit Associate (GBA) designation from ISCEBS, Group Benefits Disability Specialist (GBDS) designation, and Certified Patient Protection & Affordable Care Act Professional (CPPACA). Mark earned his Bachelor of Science in Business Administration with an emphasis in Marketing from Georgia Southern University.

An active supporter of his community, Mark has volunteered his time and talent with numerous organizations, including:

- Leadership Georgia, Class of 2020-21, Program Chair Class of 2024
- Leadership Southeast Georgia, Class of 2017
- Leadership Savannah, Class of 2011
- Royce Learning Center (Board of Trustees and Past President)
- Southeast Georgia Chapter of the American Red Cross (Past Secretary)
- Vision Foundation Counseling Center (Vice President)
- Coastal Empire Habitat for Humanity (Board Member)
- Tharros Place (Board Member)

Sarah Friend

President

The Partners Group



PROFESSIONAL OVERVIEW

Sarah is a member of the executive leadership team at The Partners Group, a partner and a member of the board of directors. Sarah's areas of leadership responsibility include Employee Benefits, Total Absence Management, Data Analytics, PartnerWell and Marketing.

Sarah has a wealth of industry experience and is passionate about client service, leadership, and innovation. Sarah has a strong reputation for her unique ability to communicate complex messages effectively to a broad audience. Before joining TPG in 2007 as a benefit consultant working with large employers, Sarah worked for 11 years with one of Oregon's leading health plans in a variety of sales, operation, and management positions.

Sarah graduated from Western Oregon University with a degree in Communication and Business. Sarah is active in the community and volunteers frequently for several non-profits. Sarah is married with three children and loves to spend time with family at the southern Oregon coast, water skiing and enjoying time together.

Zach Fritz

Executive Vice President, Employer Services

The Partners Group



PROFESSIONAL OVERVIEW

Zach guides the consulting and account executive team to drive overall client retention and growth. Additionally, he works directly with employers, helping manage employee benefits plans. This role includes strategic planning, vendor negotiations, benefits design, and overall plan management.

Zach has 20 years of industry experience and spent 11 years at a regional benefits consulting firm, including four years as Managing Director, prior to joining TPG. Dedicated to creating competitive employer healthcare plans that can succeed long term,

Zach works primarily with mid- to large-sized employers that are self-funded or experience rated and have employees in multiple locations. He focuses on developing creative solutions for his clients and has specific expertise in the financial re-engineering of health plans to lower employer costs yet maintain or improve benefits for employees.

Kristen Boyd

Executive Director

C2 Solutions



PROFESSIONAL OVERVIEW

Kristen Boyd is the Executive Director of C2 Solutions, a national consortium of leading independent employee benefits consulting firms. With more than 20 years of experience in the employee benefits industry, she leads C2's strategic vision, operations, and partnerships while working closely with the Board of Directors to deliver innovative solutions that help member firms grow and differentiate their businesses.

Since joining C2 in 2017, Kristen has played an instrumental role in expanding the organization's strategic partnerships, developing proprietary solutions, growing membership, and increasing organizational revenue. She is passionate about fostering collaboration among member firms and identifying innovative strategies that create long-term value for both members and their clients.
Prior to C2, Kristen held leadership roles at UnitedHealthcare in strategic account management and training and development.

Kristen earned her Bachelor of Science in Human Nutrition and Dietetics from Colorado State University. She lives in Lone Tree, Colorado, and enjoys running, hiking, traveling, and spending time with her three children.

Jillian Palmer

Director of Operations & Strategic Partnerships

C2 Solutions



PROFESSIONAL OVERVIEW

Jillian Palmer serves as Director of Operations & Strategic Partnerships at C2 Solutions, where she manages the organization's preferred partnership initiatives and works alongside C2 leadership to strengthen member value and drive strategic growth opportunities.

She oversees relationships with stop loss carriers, ancillary carriers, ICHRA vendors and pharmacy benefit managers, helping to maximize value for member firms through strategic carrier partnerships and collaborative growth initiatives.

Jillian is responsible for cultivating and managing preferred carrier and strategic partner relationships, evaluating market opportunities, negotiating partnership arrangements, and supporting initiatives designed to enhance the value of C2 membership. She collaborates closely with member firms and industry partners to identify opportunities that strengthen the organization's collective market position and deliver meaningful benefits to members and their clients.

Prior to joining C2, Jillian began her career in the employee benefits industry with The Partners Group, where she served as a Marketing Coordinator and Executive Assistant. The experience provided a strong foundation in relationship management, business operations, and the employee benefits marketplace, which continues to inform her work today.

Jillian earned her bachelor's degree in Business from Calvin University. She resides in Grand Rapids, Michigan, with her husband and two children.

Heidi Hill

Director of Training, Development & Engagement

C2 Solutions



PROFESSIONAL OVERVIEW

In her role as Director of Training, Development and Engagement at C2, Heidi is responsible for developing and delivering training solutions for all C2 member firms. She leads, manages and implements the entire training and development process including needs analysis, instructional design, in-person and virtual training delivery, and post-program measurement. Additionally, Heidi facilitates peer groups to encourage collaboration and sharing best practices among the member firms.

Heidi has enjoyed a 20+ year career within the Insurance Industry. While she spent time "working a desk," most of her roles have been in the Learning and Development and Human Resources fields. Prior to joining C2, Heidi was the Learning and Development Leader, Vice President at IMA Financial Group in Denver, CO. There she led the design and delivery of key corporate strategies addressing the performance and development of executives, producers and service professionals.

Heidi earned a bachelor's degree in Psychology from the University of Colorado, Boulder. Additionally, she is certified in Leadership Architect, Korn Ferry 360 and the Korn Ferry Assessment of Leadership Potential. Heidi lives in Golden, CO with her husband and two children.

Samantha Shaljian



Training Manager

C2 Solutions

PROFESSIONAL OVERVIEW

Samantha Shaljian is the Training Manager at C2 Solutions. This role supports the Director of Training, Development and Engagement to provide five-star training and development experiences and resources to the member firms.

Samantha obtained an Education Degree at the University of Delaware, and thoroughly enjoyed her five years as an algebra teacher. She then transitioned to a Senior Training and Development Specialist role at an employee benefits firm. There she obtained her Health, Accident and Life Insurance Licenses, supported the call center by creating and facilitating client employee benefits training, and delivered software training related to the firm's proprietary benefits administration platform.

Samantha has a passion for education and is thrilled to collaborate and innovate with C2 Solutions, as well as the other member firms. When she's not working, she enjoys reading, creating embroidery pieces and hiking in Portland, OR.

Lindsay Nelson



Engagement Manager

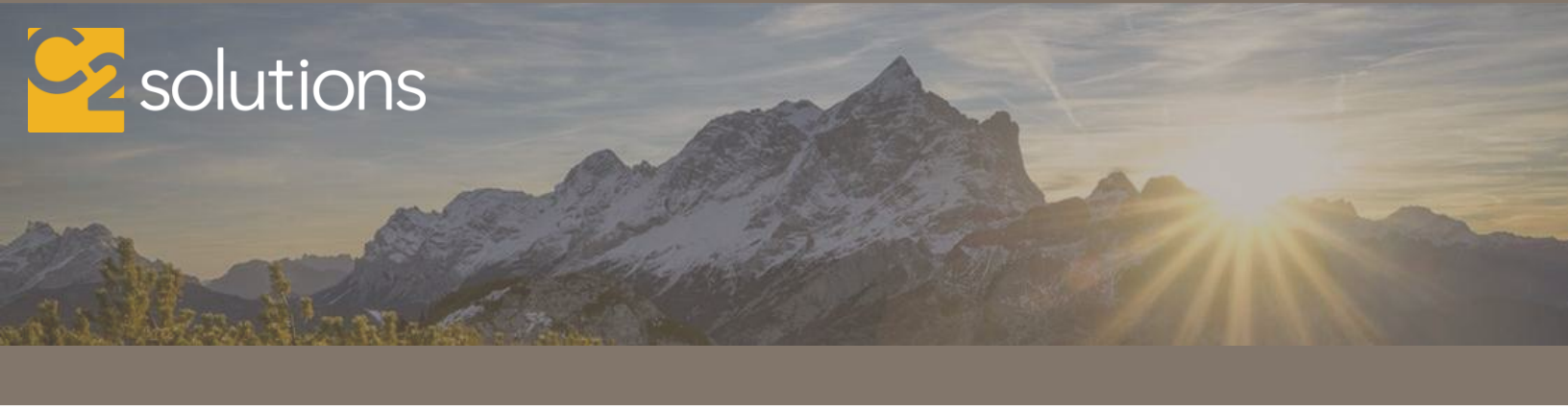
C2 Solutions

PROFESSIONAL OVERVIEW

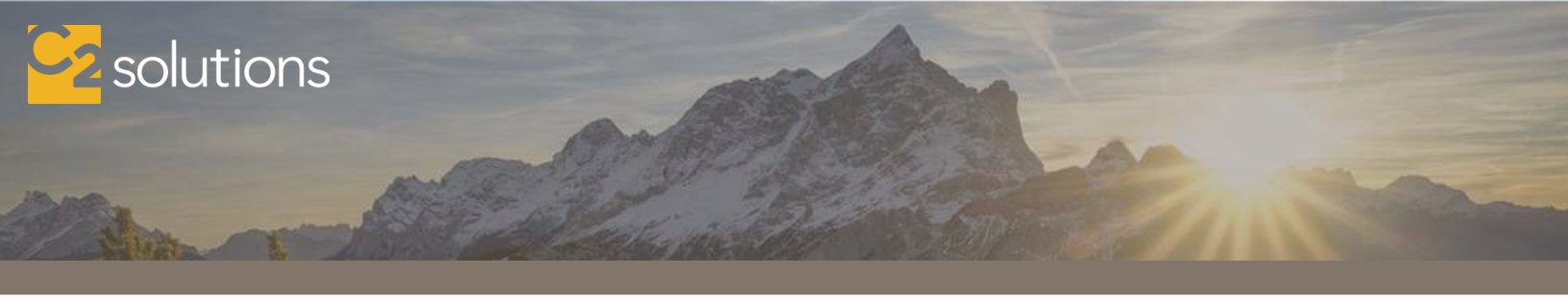
Lindsay serves as Engagement Manager at C2 Solutions, where she is responsible for strengthening relationships with member firms and driving utilization of C2's initiatives and shared resources. In her role, Lindsay partners closely with firm leaders and engagement specialists. Our collective goal is to improve awareness, accessibility, and impact of C2 programs, facilitate collaboration across firms, and identify opportunities for continuous improvement and innovation.

Prior to joining C2, Lindsay built her career in Talent Acquisition, most recently at Alterra Mountain Company, where she supported recruiting across a wide range of corporate and operational functions. Her background in recruiting and stakeholder management informs her people-first, solutions-oriented approach to engagement and partnership development.

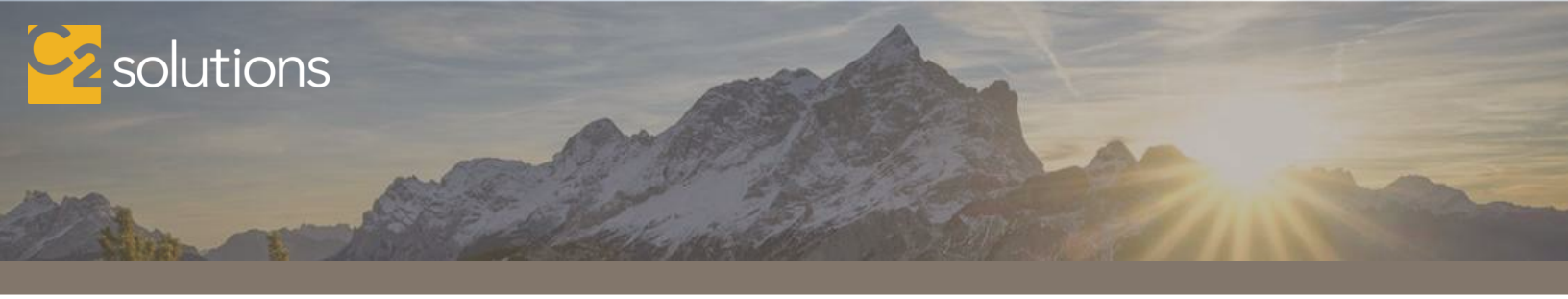
Lindsay holds a B.S. in Psychology from Radford University, where she developed a strong foundation in communication, interviewing, and organizational dynamics. Originally from Virginia, she moved Colorado in 2020 and currently lives in the Denver area, where she enjoys trail running, strength training, skiing, and spending time in the mountains with her husband and their dogs. In her free time, Lindsay is involved with Houses for Warriors, where she provides homemade meals to veterans transitioning back into life. She also sits on the Associate Board for City Year Denver, where her main focus in fundraising and spreading awareness around City Year's mission.



C2 BOD Contact Sheet



Name	Title	Location/Firm	Cell	Email	Board Status
Travis Dent	Senior Vice President/ Shareholder	Holmes Murphy/Dallas	972-523-5885	tdent@holmesmurphy.com	Executive Board Member
Stephanie Leuck	Vice President Team Lead – EB Shareholder	Holmes Murphy/Iowa	515-229-5082	sleuck@holmesmurphy.com	Board Member
John Harris	Vice President, Benefits Practice Lead	Scott Insurance/ Charlotte	704-251-8593	jharris@scottins.com	Executive Board Member
Kelsey Stacks	Director of Employee Benefit Sales	M3 Insurance/ Milwaukee	262-524-4165	Kelsey.stacks@m3ins.com	Managing Partner, Executive Board Member
Ryan Barbieri	Vice President of Employee Benefit Sales	M3 Insurance/ Milwaukee	262-370-8398	Ryan.Barbieri@m3ins.com	Board Member
Sarah Friend	President	The Partners Group/ Portland, OR	503-805-9656	Sfriend@tpgrp.com	Executive Board Member
Zach Fritz	Executive Vice President, Employer Services	The Partners Group/ Portland, OR	503-290-4848	Zfritz@tpgrp.com	Board Member
Garry Hill	Board Member & Partner	Sterling Seacrest Pritchard / Atlanta, GA	678-424-6505	Ghill@sspins.com	Executive Board Member
Mark Wilcox	Partner	Sterling Seacrest Pritchard /Savannah, GA	912-596-3976	mwilcox@sspins.com	Board Member



Name	Title	Location/Firm	Cell	Email	Board Status
Eric Jermyn	President, Employee Benefits	Cross Insurance / Portland, MA	207-838-9536	Eric.jerymn@crossagency.com	Executive Board Member
Keith Ferdinando	Sr. Vice President, Benefits	Cross Insurance / Manchester, NH	800-969-3218	Keith.Ferdinando@crossagency.com	Board Member
Kristen Boyd	Executive Director	C2 Solutions/ Denver, CO	303-332-2854	kboyd@poweredbyc2.com	
Jill Palmer	Director of Operations & Strategic Partnerships	C2 Solutions/ Grand Rapids, MI	708-476-4326	jpalmer@poweredbyc2.com	
Heidi Hill	Director of Training, Development & Engagement	C2 Solutions/ Golden, CO	303-253-2411	hhill@poweredbyc2.com	
Samantha Shaljian	Training Manager	C2 Solutions/Portland, OR	732-403-1746	sshaljian@poweredbyc2.com	
Lindsay Nelson	Engagement Manager	C2 Solutions/Denver, CO	720-671-6344	lnelson@poweredbyc2.com	