

## **Ashok Subramanian, President, CEO and Co-Founder, Liazon Corporation**

Mr. Subramanian founded Liazon in 2007 to address the myriad problems inherent in the healthcare system. In six years, he has grown Liazon to become the operator of the nation's industry-leading private benefits exchange. A pioneering solution in private benefits exchanges, Liazon's Bright Choices® Exchange empowers employees to buy the benefits they really need while enabling employers to use a defined contribution model. Now, the inefficient one-size-fits-all approach to employee benefits has been revolutionized with greater choice and innovative technology to help consumers make the right coverage decisions.

Mr. Subramanian was formerly an Associate Principal in the New York, NY office of McKinsey and Company, a leading global management consulting firm. In his 5+ years with McKinsey, Mr. Subramanian served as a leader in the firm's healthcare, consumer products, and private equity practices, advising Fortune 50 clients on corporate strategy, sales and marketing, and organizational change. A leader in McKinsey's Non-Profit Practice, Mr. Subramanian also provided strategic counsel to major international organizations.

Mr. Subramanian is a graduate of Princeton University (AB), Stanford University (MA), and the Stanford Graduate School of Business (MBA), where he graduated as an Arjay Miller Scholar. Outside of Liazon, Mr. Subramanian serves as a member on the Council for Emerging National Security Affairs.

He is frequently requested to speak to the media and at conferences on topics surrounding healthcare innovation and reform, and has been quoted in publications such as *Fast Company* and *CFO Magazine*.

