

## **Carol Berry BIOGRAPHICAL SUMMARY**

As HCAA's Chief Executive Officer, Ms. Berry is responsible for increasing industry presence of HCAA and for promoting membership activity and the value of connection for all. She is responsible for supporting the efforts of HCAA's Board to maintain and enhance current relationships with sister organizations and for creating new relationships, that bring value to HCAA. She also provides strategic direction and operational oversight for the HCAA's association management company. Ms. Berry reports to HCAA's Executive Board.

Ms. Berry has extensive experience in the health care, self funding and software industries providing them with corporate leadership, operations consulting, product positioning and strategic planning services. She has held successful executive positions in self funding, managed care, behavioral health, and group medical insurance companies. She served as HCAA's President 2001-2002 and was awarded the HCAA designation of a Certified Self Funding Specialist® (CSFS®) in July, 2009. She has been HCAA's first CEO since 2014.