

Virtual Benefits Administrator

VBA Bio – Mike Clayton, CEO

VBA Software and VBAGateway as a hosted solution with Full Backoffice Automation.



Virtual Benefits Administrator

Michael Clayton**Chief Executive Officer, VBA****Professional History**

Mike joined the VBA team as the CEO in 2013 after a distinguished career in the manufacturing industry. Since joining the VBA organization, the revenue growth has increased by 40+ percent year-over-year and the product portfolio has expanded by a variety of additional offerings. The VBA solution set now includes the continuously evolving enterprise software package and modules including: portal technology, mobile app development, analytics technology, IVR functionality, and user chat modules for healthcare payers of various sizes. Equally important, the VBA staff has grown by nearly 6x and has zero turnover during that same timeframe.

Prior to VBA Mike was a partner in The Capital Executive Group (CEG), LLC. As part of CEG, Mike was the Executive Vice President, Office of the Chairman for Woods Equipment Company with a broad portfolio including ongoing post-acquisition operational integration, business development, and strategic planning.

Previously, Mike has held various financial, distribution, marketing, business development, and general management positions both domestically and abroad at Textron's Jacobsen Division, Deere & Company, Case Corporation/CNH Global NV, and Ford Motor Company.

At Textron's Jacobsen Division, as Vice President and General Manager, Mike had global business and distribution responsibilities for Jacobsen's Commercial Grounds Care business where he managed all six product brands through four marketing and distribution channels.

Mike was Director of Agriculture Business Development at Deere & Company, based in Mannheim, Germany, where he was responsible for strategy development and mergers and acquisitions. As Manager, Logistics, Mike lead the Logistics and Tactical Supply Chain teams at Waterloo Works, Deere's largest and most profitable factory complex.

While at Case, he worked in both the Construction Equipment and Agricultural Equipment divisions in finance, strategy, and marketing roles variously holding the positions of Director, Business Development, South America, Director, Sales & Marketing Support, N.A. Ag, Director, Financial Planning & Analysis, N.A. Construction Equipment, and Controller, Financial Planning & Analysis, N.A. Construction Equipment.

Mike earned his BA from the University of Northern Iowa and his MBA from Pennsylvania State University. Mike is also a graduate of Wharton's Executive Management Program and Northwestern's Kellogg School of Business Mergers and Acquisition Program.

Personal History

Outside of work, Mike is an avid marathon runner, having completed over 20 marathons to date. He has also qualified for the Boston Marathon twice. In addition to marathon running, Mike cycles and has his eyes set on biking across the United States. He has two college-age children that are also involved in sports, in addition to academics.



Mike is active in charity events, including fundraising for the American Red Cross, Susan G. Komen Foundation, Children’s Hospital, and the Cystic Fibrosis Foundation through some of his marathon events.

