

Borislow Insurance Overview:

By way of background, [Borislow Insurance \(BI\)](#) is a nationally recognized employee benefits brokerage and consulting firm. Founded in 1982 by Jennifer Borislow, BI began with a singular mission of making a difference in the lives of clients. In 2005, Mark Gaunya joined Jennifer as her business partner and together they lead the firm. Founded in 2014 by Mark Gaunya, the Captivated Health Platform was created to help middle market (50-500) organizations take control of their healthcare future through self-funded group purchasing. In 2021, BI strategically partnered with BroadStreet Partners (Columbus, OH). In doing so, we intentionally aligned with 30 independently owned and operated insurance agencies with revenues that exceed \$2.6B annually, supported by more than 11,000 insurance professionals across the United States and Canada.

At Borislow Insurance, our core values guide everything we do: **Growth with Intention, Collaborate with Care, Own Your Outcomes, and Create Community.** We believe that a career in employee benefits is more than managing plans, it's about building relationships, solving complex challenges and supporting people through some of life's most important decisions. We're looking for team members who live these values every day and want to make a lasting impact on the clients and communities we serve.

Role Purpose:

The Captivated Health Platform Practice Leader is responsible for translating the Captivated Health vision into a scalable, high-performing, national self-funded group purchasing platform. Critical to the firm's national growth strategy, this executive owns operating performance, retention, growth, client and member experience, team development, distribution enablement and continuous evolution of the Platform.

Captivated Health brings together like-minded middle-market employers within industry and affinity-based risk communities and provides the governance, education, data, risk management and purchasing scale needed to transition successfully from traditional health insurance to captive self-insurance. The Practice Leader is accountable for making the model scale and creating repeatable and sustainable 10x growth.

The position reports to the Chief Operating Officer and works closely with the Captivated Health Founder/CEO, Chief Growth Officer, Employee Benefits Practice Leader, Centers of Excellence, Producers, Benefit Advisors, Marketing, Finance and strategic partners.

Foundational Principles:

- **Members First:** create the greatest long-term value for members.
- **Consumerism:** equip members to become informed, engaged healthcare consumers.
- **Culture of Health & Wellbeing:** help people and organizations build healthier lives and cultures.
- **Self-Governance:** give employers greater transparency, control and influence over their risk cell.

Primary Accountabilities

- **Exceptional Member & Client Experience.** Create a consistently exceptional "WOW!" experience for employers, members, advisors and strategic partners. Establish a defined client journey, ensure every client has a documented multi-year strategy, and measure retention, engagement, satisfaction and service quality.
- **National Platform Growth.** Own the strategic growth plan across two channels: direct business-to-business growth through dedicated Producers and Benefit Advisors of Borislow Insurance, and wholesale expansion through BroadStreet Partners Core Partner firms. Build the education, tools, processes, pipeline discipline and advisor support required for a repeatable national distribution system.

- **Industry & Affinity Community Development.** Grow existing risk cells and identify and launch new industry/affinity communities. Apply disciplined criteria including market size, distribution opportunity, risk characteristics, cultural alignment, underwriting viability and long-term economics. Growth must never compromise risk management (underwriting) or governance discipline.
- **Operating Excellence & Scalability.** Build the processes, systems, workflows, organizational structure and standards needed to support significant growth without sacrificing service. Simplify, automate and document best practices across onboarding, renewals, governance, advisor engagement, underwriting coordination, reporting, implementation, risk management and communications. Design for 10x growth without 10x infrastructure leveraging Ai where appropriate.
- **Financial & Enterprise Performance.** Operate Captivated Health as a business within the business. Develop annual and multi-year financial plans and transparent KPIs covering revenue, membership, new employers, retention, risk-cell growth, Core Partner adoption, producer productivity, contribution margin, engagement and operating efficiency. Allocate resources toward sustainable enterprise value.

Member & Employer Experience

Continually improves how Captivated Health makes healthcare easier to understand, navigate and manage through education, communication, engagement, decision support, data and technology. Advance the digital Member Experience and Employer Experience while using AI-enabled Platform operations to improve responsiveness, analysis, communication and workflow. Technology will improve relationships and expertise – not replace them.

Distribution, Governance & Partnerships

Convert the BroadStreet ecosystem into a systematic growth engine by developing Core Partner relationships, educating Producers and Benefit Advisors, identifying champions and specialists, supporting qualified opportunities and creating a repeatable activation model. Partner with the Governance Lead to ensure self-governance is substantive and aligned with risk management (underwriting), fiduciary responsibility and long-term sustainability. Integrate internal Centers of Excellence and external partners across stop-loss/reinsurance, underwriting, pharmacy, navigation, clinical management, analytics, direct contracting, wellbeing, compliance, technology and consumer education based on measurable member value.

People Leadership

Lead and develop the Captivated Health team, including Benefit Advisors, Client Managers, Governance leadership, Producers and future Platform resource providers. Create clear accountability, recruit and develop exceptional talent, coach leaders and build organizational depth. Foster a culture of Team First thinking, accountability, curiosity, collaboration, innovation, financial discipline, transparency and continuous improvement.

Founder/Practice Leader Partnership

The Founder/CEO will continue to lead long-term vision, market positioning, innovation, strategic relationships and evolution of the Captivated Health Platform. The Platform Practice Leader, under direction from the COO, converts that vision into execution, operating discipline and measurable results. The successful leader will respect the founding principles while having the confidence and judgment to challenge assumptions, improve the model and help build its next generation.

Core Competencies

- **Execution.** Turns vision into measurable operating reality and scalable systems.
- **Healthcare & Self-Funding Expertise.** Understands self-funding and the broader healthcare value chain, including stop-loss, captives, underwriting, claims, pharmacy, care management, compliance and analytics.
- **Strategic & Growth Thinking.** Operates effectively in ambiguity, thinks on a multi-year horizon and builds distribution systems rather than relying on individual sales performance.

- **Business & Financial Acumen.** Owns financial and operational targets, margin, ROI, resource allocation and transparent reporting.
- **Innovation & Technology.** Uses technology, data and AI pragmatically to improve experience, decisions and efficiency.
- **Decision Making.** Makes timely, fact-based decisions balancing growth, risk, economics and Platform integrity.
- **Communication & Influence.** Simplifies complex concepts and credibly engages employers, advisors, Producers, executives, partners and governance boards.
- **Leadership & Entrepreneurial Mindset.** Develops people, creates accountability, models service, compassion, integrity and transparency, and approaches the Platform with an owner's mentality.

What Success Looks Like

A highly engaged and retained client base; exceptional Member Experience and Employer Experience; strong organic growth within existing industry verticals; a disciplined pipeline of new communities; a repeatable BroadStreet distribution model; scalable operating infrastructure; a high-performing leadership team; strong risk management (underwriting) and governance discipline; transparent financial performance; and measurable evidence that Captivated Health is improving how middle-market employers and their employees finance, access, understand and experience healthcare.

The Opportunity

This is more than a traditional insurance practice leadership role. It is an opportunity to help build and scale a differentiated national health insurance financing platform. Captivated Health has spent more than a decade developing its model, communities and intellectual capital. The next chapter is about scale - and we are looking for a leader who can help write it.

The estimated total compensation range for this full-time position is \$175,000 – \$250,000, which includes bonus and benefits and can vary based on location. The base salary of the finalist selected for this role will be set based on a variety of factors, including but not limited to departmental budgets, qualifications, experience, education, licenses, specialty, and training. The hiring range represents the company's good faith and reasonable estimate of the range of possible compensation at the time of posting.