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Mark is a co-owner and the Chief Innovation Officer of Borislow Insurance. He is an employee benefits advisor with 25+ years of experience and a pioneer in the use of Consumer-Driven Health and Wellness Plans (CDHP) to lower healthcare costs and improve health and well-being. He is passionate about the power of consumerism, health and wellbeing to transform workplace culture and enjoys strategically collaborating with clients and strategic partners.

Mark is a Member of the Board of Directors for the Massachusetts Health Connector; the National Association of Health Underwriters (NAHU) Chair of the Healthcare Cost and Quality Transparency Committee; Past President of the Massachusetts Association of Health Underwriters, Member of the Million Dollar Round Table and Top of the Table and a board member of various insurance company advisory councils. He earned his Group Benefit Associate (GBA) designation from the Wharton School of Business and NAHU certification in the Affordable Care Act and Self-Funding.

Mark co-authored three books with his business partner Jennifer Borislow: *Bend the Healthcare Trend* (Practical Guide on Consumer-Driven Health and Wellness Plans), *Inspire to Act* and *Inspire to Act for Kids* (Living an Attitude of Gratitude). He has been a guest on MSNBC, quoted and published regionally and nationally and also been a featured speaker at NAHU, Million Dollar Round Table, Top of the Table, the National Association of Insurance and Financial Advisors and Employee Benefit News. Mark serves on the Editorial Board of the Employee Benefit Advisor and writes a monthly blog on all things benefits.