

**Mark C. Keck – Executive Vice President**

Mark Keck has been engaged in a range of healthcare product development endeavors as well as frequent public speaking and writing. His 16-year career within the healthcare and finance industries includes experience in sales and business development, strategic planning and product development. Prior to joining TriHealix, Mark was Vice President of Healthcare Solutions for American Express where he developed healthcare strategy and positioning for the company. Mark designed and led the implementation of market leading Consumer Directed Healthcare solutions through partnerships with four of the top five national health plans. Prior to American Express, Mark served as Executive Vice President of the New York and Tampa markets for Motivano, a human capital management company providing nontraditional benefits through customized web portals and healthcare debit cards. While at Motivano, Mark led the strategy and development of their SmartAwards™ and SmartFlex™ products. Before Motivano, Mark spent several years at Oxford Health Plans as Regional Manager in New York, where he managed sales, marketing and product development for several regions. He has also held management and sales positions for Prudential Insurance Company and U.S. Healthcare. Mark holds a bachelor's degree in Policy Management Studies from Dickinson College.