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HealthFitness Launches New Era of Accelerated Growth with Leadership Team Evolution

Enhanced insight and experience will help foster entering potential new markets and increasing product introductions

MINNEAPOLIS May 11, 2016 Launching a new era of accelerated growth defined by entering new markets and increasing product introductions, HealthFitness is excited to announce the evolution of its leadership team.

“We’re looking forward and investing in our future, leveraging our proven successes and bringing new, high-touch, employee-centric solutions to our clients,” said Paul Lotharius, HealthFitness president and CEO. “This enhanced insight and experience will help foster how we continue meeting client needs and be more nimble in entering potential new markets and increasing product introductions.”

Leadership Team Evolution

Chip Sernyak joined HealthFitness as senior vice president of growth and development. Prior to joining HealthFitness, Sernyak served as Northeast regional president for sister company CoreSource, where he built high-performing teams that developed creative, innovative and strategic solutions for delivering upon commitments made and meeting changing market needs. In this newly-created role, Sernyak will leverage his notable leadership successes and insight to drive significant revenue growth across all sales channels. Sernyak also will lead efforts to bring the company’s proven solutions to the middle market—companies with employees of 500 to 5,000.

In addition, with the increase in scale and scope of HealthFitness’ new business activities, Brian Harrigan has been promoted to senior vice president, sales and development, and will focus on new business and furthering continued growth. Harrigan also will lead the business development and sales team.

Sean McManamy will serve as senior vice president, strategy and product, bringing strategy, product and marketing together. With his newly-expanded team, McManamy will lead the development and introduction of innovative, quality products designed to meet the expanding needs of a rapidly-changing market.

Senior Vice President, Solution Development Mark Totts will guide the [recently-announced](#) strategic alliance with leading consumer health enterprise platform company Welltok. Totts is overseeing the delivery of HealthFitness' proven behavior change expertise to program participants through the Welltok CaféWell Platform.

"The pace of change and innovation in our industry is increasing at breakneck speed and we're at a moment in time where we can capitalize on these exciting opportunities in the markets we serve today, as well as those we will be moving into in the future," adds Lotharius. "Between this evolution of our leadership team and the outstanding talent we have inside of HealthFitness, I am very optimistic about our future success."

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.

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