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FOR IMMEDIATE RELEASE

Martin Banks Named Director of Business Development at HealthFitness

HealthFitness and wellness industry veteran will help prioritize, develop and implement corporate fitness programs

MINNEAPOLIS SEPTEMBER 15, 2016 HealthFitness is pleased to announce that Martin Banks has been appointed director of business development. In this role, Banks will help set new business priorities and partner with employers and consultants to develop and implement high-touch, employee centric corporate fitness solutions.

Banks possesses more than 25 years of sales management and corporate wellness experience and spent 16 years with HealthFitness, serving as a Midwest regional director where he managed large-scale health management client sites and corporate fitness accounts, formed key strategic alliances, grew and strengthened relationships and achieved significant revenue growth.

Prior to joining HealthFitness, Banks served in a series of sales and marketing leadership positions, focusing on business development and sales strategy and managing relationships with client and vendor partners.

“The pace of change and innovation in the wellness industry is increasing at breakneck speed and I am ready to help HealthFitness capitalize on these market opportunities,” says Banks. “I am excited to be part of this high-performing sales team and look forward to leverage my background to enter potential new markets and drive significant growth.”

“The addition of Martin is a key step in the evolution of our sales team and we’re very excited to have him play a crucial role,” says Brian Harrigan, HealthFitness senior vice president, sales and development. “Martin is incredibly experienced, results-driven and brings a thoughtful, consultative approach that aligns well with our focus on accelerated growth.”

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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