



Hodges-Mace Hires Mike Ehrle to Lead Market Development Efforts in the Midwest
17 year veteran joins to accelerate growth in business development initiatives

Atlanta – January 21, 2015 – Hodges-Mace, LLC, a leading provider of employee benefits technology and communication solutions, is pleased to announce the addition of Mike Ehrle as principal, sales and strategy for the Midwest territory. Mike is joining a growing sales force and has been charged with responsibly increasing market share following the company's two strategic acquisitions of SmartBen and ContinuousHealth in the fourth quarter of 2014.

"We could not be more excited about adding someone of Mike's caliber to the team. His experiences in sales over the past 17 years makes him the perfect fit for the role. Mike will lead our business development efforts in Illinois, Wisconsin and Indiana. He also brings great ideas around alternative channel development, and we can't wait to see the results of those efforts," said Ron Yabroudy, vice president of sales.

Ehrle, who holds a bachelor's degree from Drake University and an MBA from Notre Dame, has spent the majority of his career in sales and sales leadership with UnitedHealth Group and Davis Vision. He was an award-winning professional with both organizations. Ehrle will be relocating to Atlanta in the next few weeks.

"Having had the opportunity to get to know the company over the past few months, I knew this was an organization that is going places, and I knew I wanted to be a part of it. We have a great management team with a strong vision of our future direction. The world of benefits, administration, technology solutions and ACA compliance is getting more complex every day and everyone knows it. The company has great solutions to address these challenges, and I look forward to starting discussions with my broker and consultant partners."

About Hodges-Mace

Founded in 2004 by Greg Hodges and Peter Mace, Hodges-Mace is an employee benefits technology and communications firm that helps employers improve their overall delivery of benefits by implementing cutting-edge solutions coupled with proven employee engagement and decision-support services. As mentioned above, the company recently announced the acquisitions of SmartBen and ContinuousHealth. For more information, visit www.hodgesmace.com or on [LinkedIn](#).

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