

RYAN OLMSTEAD

Berkeley, CA | (415) 652-7827 | ryan.olmstead@outlook.com

DIRECTOR OF STRATEGIC ACCOUNTS – GROWTH – PLANNING & EXECUTION

20 years in employer healthcare • Corporate accounts 1M+ employees & \$1M+ ARR • Secured contracts up to \$2.5M+ • Industry voice for Fortune 500 • Cross-functional leadership

WORK EXPERIENCE

Catalyst for Payment Reform, Inc. – Berkeley, CA

Apr 2017 - May 2025

Director - Member Services

- Generated \$200K-\$300K+ annual recurring revenue (ARR), owning corporate membership strategy, sales, renewals, and programming for 30+ organizations.
- Closed a tailored contract renewal of \$2.5M with a strategic funder for the development of employer healthcare resources.
- Drove \$100K+ per year in new business for services and sponsorships, managing full sales cycles.
- Secured \$1M while leading organization as interim Co-Executive Director.
- Reached hundreds of US employers through the creation of 80+ pieces of thought leadership (available at: <https://www.ryan-olmstead.com>).

Aon – San Francisco, CA

May 2016 - Feb 2017

Assistant Vice President - Health Solutions

- Delivered employer benefits consulting to 5+ clients (1K–15K+ Ees), including benefits strategy, renewals, RFPs, and ongoing support.
- Produced \$200K+ ARR through the acquisition of two new clients (1K-2K employees).
- Enhanced consultant development by launching an internal training curriculum.

Mercer – San Francisco, CA

Jul 2005 - May 2016

Senior Associate - Health & Benefits

- Consulted to 5+ employer clients (2K–20K+ employees; \$30M–\$600M+ benefits budgets), including annual strategy, plan performance, renewals, ongoing support, and upselling projects.
- Completed U.S. benefits divestitures for two large technology clients (5-20K+ employees).
- Sold and managed RFPs supporting Fortune 100 employers resulting in improved financials, contractual terms, and services. Gained a new ongoing client (\$200K+ ARR).

- Regularly exceeded financial performance goals (billable hours, revenue managed, sales).
- Contributed to office staffing and DEI initiatives, including 7+ years supervisory experience, workflow team member, and Global Co-Chair of Mercer's LGBT+ Business Resource Group.

EDUCATION & LICENSES

University of California, Los Angeles

MPH, Health Services Management

Central Michigan University

BS, Recreation Therapy

California Department of Insurance

Life, Health, & Accident Insurance License

Property & Casualty Insurance License

TECHNOLOGIES & SKILLS

Technologies: Adobe Acrobat • Canva • ChatGPT • Claude • DocuSign • Dropbox • Gemini • HubSpot • LinkedIn • Microsoft Teams • Salesforce • Slack • WebEx • WordPress • Zoom

Skills: Benefits Consulting • Business Development • Consultant Relations • Contracts • CRM Utilization • Customer Success • Events • Forecasting • Fundraising • Grant Management • Mentoring • Partnerships • Podcasting • Project Management • Prospecting • Relationship Building • Sales • Stakeholder Engagement • Talent Development • Upselling • Writing