



Founder Story

Mike Hammett is the founder of BenefitBridge, a workforce purchasing platform designed to create a new distribution channel between premium brands and employed consumer markets.

With more than 40 years of business experience, Mike has spent his career building relationships, structuring partnerships, and identifying opportunities where value can be created across multiple stakeholders. The concept for BenefitBridge emerged from his desire to support working families while also recognizing a larger market inefficiency - brands lacked a controlled, employer-sponsored pathway into workforce purchasing environments.

What began as a mission to help employees access premium products at meaningful savings quickly evolved into a scalable channel model that benefits vendors as well. By partnering directly with manufacturers and authorized distributors, BenefitBridge provides access to pre-qualified employed buyers through private purchasing programs, without exposing brands to public discounting or retail price erosion.

Mike's approach balances workforce advocacy with brand integrity. The platform is structured to deliver incremental sales volume, protected pricing environments, and curated product placement within employer-sponsored ecosystems.

Today, he is focused on expanding BenefitBridge into a national workforce marketplace and long-term benefits technology platform, one that strengthens vendor reach while preserving premium brand positioning.