

JIM LODGE

Enterprise PBM Sales & Growth Executive

Complex Enterprise Sales | Sales Leadership | Strategic Partnerships
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Executive Profile

Senior sales and business development executive with deep pharmacy benefit management expertise and more than 30 years of success developing strategic relationships, winning complex enterprise opportunities, and accelerating growth. Combines consultative selling, executive credibility, and sales leadership to navigate long-cycle, multi-stakeholder pursuits while building organizations capable of sustained growth.

Selected Executive Highlights

- National PBM educator and industry voice through The PBM Insider, executive presentations, podcasts, and NABIP speaking engagements.
- Built a qualified enterprise PBM pipeline of approximately 20 opportunities representing 32,000 covered lives before the ownership decision to wind down Prescription Network.
- Added six new employer groups in the second full year at Prescription Network after establishing market visibility and a repeatable enterprise sales process.
- Tripled year-over-year sales at RPS while reducing the producer team from 13 to 7.
- Generated well over \$50 million in new business, proposal wins, and enterprise consulting revenue across PBM, employee benefits, and national consulting organizations.

Areas of Expertise

Enterprise PBM Sales • Sales Leadership • PBM Strategy • Complex Strategic Pursuits • Broker & Consultant Development • Strategic Partnerships • Executive Presentations • Pipeline Development

Professional Experience

Prescription Network

Senior Vice President of Sales & Chief Transparency Officer | 2024–Present

Independent, transparent pharmacy benefit manager serving self-funded employers nationwide.

- Lead national sales strategy, broker development, strategic partnerships, and executive market education.
- Created and host The PBM Insider, strengthening executive credibility and expanding broker relationships throughout the PBM marketplace.
- Built a qualified enterprise pipeline of approximately 20 opportunities representing 32,000 covered lives despite long sales cycles and a limited operating runway.
- Added six new employer groups while serving as one of the company's primary executive representatives at conferences, broker meetings, podcasts, and executive presentations.
- Advise employers, consultants, brokers, and industry organizations on PBM transparency, fiduciary strategy, specialty pharmacy, rebates, and emerging market trends.

Career Progression

RPS Benefits by Design

Vice President, Sales & Marketing | 2021–2024

Regional employee benefits consulting and brokerage firm serving employers throughout the Midwest and Southwest.

- Recruited to serve on the firm's three-member Executive Leadership Team, providing strategic leadership for sales, marketing, business development, and market growth.
- Directed the firm's go-to-market strategy while leading producer management, sales planning, digital marketing initiatives, performance reporting, and business development efforts.
- Tripled year-over-year sales during the first full year while successfully restructuring the producer organization from 13 advisors to 7.
- Built and managed a personal employee benefits practice exceeding \$400,000 in annual revenue, focused primarily on level-funded and fully insured employer groups ranging from 20 to 500 employees.
- Partnered with employer leadership to develop employee benefits strategies that improved plan performance, enhanced employee experience, and supported long-term organizational objectives.

JL Health Insurance Advisors

Founder & Principal | June 2020 – October 2021

Independent employee benefits and health insurance advisory firm serving individuals and small businesses.

- Founded an independent employee benefits advisory firm focused on providing medical, dental, vision, and ancillary insurance solutions for individuals and small businesses.
- Built a client base of more than 60 accounts in approximately 16 months, primarily through relationship development and referral-based business.
- Specialized in alternatives to ACA marketplace plans while helping clients identify the most appropriate health coverage solutions based on their individual needs.
- Successfully transitioned the firm's book of business into RPS Benefits by Design upon joining the organization.

Baker Tilly

Senior Manager | 2018–2020

Provider of strategic advisory and Oracle Cloud consulting services helping enterprise organizations transform human capital management operations.

- Led business development, executive relationship management, and delivery oversight for complex Oracle HCM Cloud transformation engagements.
- Managed approximately \$4 million in delivered consulting work while generating approximately \$1 million in personal sales credit.
- Supported enterprise business development pursuits representing more than \$7 million in potential consulting revenue.
- Collaborated with C-suite executives to align technology transformation initiatives with long-term business strategy.

Deloitte Consulting

Senior Manager | 2016–2018

Provider of strategic advisory and Oracle Cloud consulting services helping enterprise organizations transform human capital management operations.

- Led business development, executive relationship management, and delivery oversight for complex Oracle HCM Cloud transformation engagements.
- Managed approximately \$10 million in delivered consulting work while generating approximately \$15 million in personal sales credit.
- Supported enterprise business development pursuits representing more than \$30 million in potential consulting revenue.
- Collaborated with C-suite executives to align technology transformation initiatives with long-term business strategy.

- Led the global Oracle Recruiting Cloud strategy and implementation initiative for a 250,000-employee enterprise organization.

Grant Thornton

Director | 2013–2015

Provider of strategic advisory and Oracle Cloud consulting services helping enterprise organizations optimize business performance.

- Led business development, executive relationship management, and delivery oversight for complex Oracle HCM Cloud transformation engagements.
- Generated more than \$10 million in new consulting revenue while managing nearly \$5 million in annual delivered work.
- Collaborated with C-suite executives to align technology transformation initiatives with long-term business strategy.
- Consistently exceeded utilization and personal performance targets while leading a team of six professionals.

MarketSphere Consulting

Director | 2007–2013

Provider of strategic advisory and technology consulting services helping enterprise organizations improve operations, marketing, finance, and human capital management.

- Led business development, executive relationship management, and delivery oversight for complex enterprise consulting engagements.
- Generated more than \$12 million in new consulting revenue while managing more than \$8 million in delivered client work.
- Partnered with C-suite executives to develop business transformation strategies spanning technology, operations, marketing, and organizational change.
- Built long-term executive relationships that positioned MarketSphere as a trusted strategic advisor to Fortune 500 organizations.

Hays Companies (now Brown & Brown)

Senior Vice President | 2004–2007

National insurance brokerage and employee benefits consulting firm.

- Recruited to expand the firm's presence in the large employer market through strategic employee benefits consulting and brokerage services.
- Generated more than \$2.6 million in proposal opportunities and increased annual revenue by more than \$422,000.
- Developed executive relationships with employers throughout the region while representing the firm through leading industry associations and professional organizations.
- Helped establish long-term market visibility that continued well beyond my tenure.

Marsh USA

Vice President of Sales | 2002–2004

Leading global insurance brokerage and risk advisory firm.

- Recruited to rebuild the Kansas City and Omaha sales organization while leading business development across both markets.
- Recruited five officer-level sales professionals and rebuilt a high-performing regional sales team.
- Generated 43% sales growth during the first full year, producing \$3.6 million in new revenue.
- Led the region to a #2 ranking among 16 Midwest offices and among the top-performing offices nationwide.

Mercer Human Resource Consulting

Principal | 1996–2002

Global human resources consulting firm serving many of the world's largest employers.

- Developed executive relationships with employers to align human capital strategies with broader business objectives.

- Generated more than \$10 million in proposal opportunities and \$4.5 million in resulting revenue during the final two years.
- Secured four national clients generating more than \$500,000 in annual revenue each.
- Contributed to 120% regional revenue growth during tenure by consistently expanding strategic client relationships and new business opportunities.

Systemed Pharmacy

Account Executive | 1994–1996

National pharmacy benefit management organization serving health plans, third-party administrators, and self-funded employers.

- Managed a \$25 million portfolio of pharmacy benefit plans serving health plans, TPAs, and self-funded employers.
- Built trusted client relationships by providing consultative account management, strategic planning, and ongoing PBM support.
- Increased sales among key accounts by 29% to 118% while successfully retaining 47 of the company's 50 largest clients despite aggressive competitive pricing.

TOSA Medical

Iowa Sales Associate | 1992–1994

Distributor of surgical, orthopedic, and rehabilitation products serving healthcare providers throughout Iowa.

- Managed sales and business development activities across the state of Iowa, developing new provider relationships while expanding existing accounts.
- Ranked #2 among more than 150 sales representatives nationwide.
- Increased average monthly sales within the territory by 300%.

Missouri Public Service Commission

Management Analyst | 1990–1992

State regulatory agency responsible for oversight of Missouri's public utilities.

- Conducted operational and management audits for regulated utility organizations to identify opportunities for improved operational efficiency and organizational performance.
- Analyzed financial, operational, and organizational data while developing recommendations that improved management practices and long-term strategic planning.
- Presented findings and recommendations through formal written reports and executive-level presentations.

Education

Master of Business Administration — University of Kansas

B.A., Economics & Psychology — Claremont McKenna College

Kansas Life & Health Insurance License