



Jeff Brown

Strategic Advisor

Jeff Brown is a Strategic Advisor and Practice Leader – Insurance + Risk Strategies – with EBG Advisors, Inc. Mr. Brown brings extensive expertise in product innovation, payer economics, provider collaboration and market strategy. In prior leadership roles at a major payer, he managed a multi-billion-dollar portfolio of varied healthcare and insurance P&Ls through phases of market entry, growth and performance turnaround. He also drove business strategy, product development and consumer experience for newly formed joint ventures with several health care provider systems across the US.

Prior to his payer experience, Mr. Brown served as Chief Marketing Officer for Colonial Life, a leading provider of supplemental health and income protection benefits. While there, he was responsible for strategy, branding and product development and successfully drove acceleration of the product development pipeline. He joined Colonial Life from Deloitte Consulting, where he focused on strategy, revenue growth, performance turnaround and product innovation engagements for health care and financial services companies. He started his career in employee benefits sales and consulting, where he provided benefit design, cost analysis, and labor negotiation support for employers and served as an expert witness on employee benefit practices.

Education

- Cornell University (M.B.A.)
 - Managerial Finance
- University of Alabama (B.S.)
 - Marketing