

Health In Tech Expands Executive Team to Drive Growth and Innovation

- *Dustin Plantholt appointed Chief Growth Officer*
- *Chris Kurtenbach appointed Chief Operating Officer*
- *(Jonathan) Del Lockett appointed Chief Strategy Officer*
- *Jenni Guerrica appointed Chief Information Security Officer*

STUART, Fla., March 17, 2025 /PRNewswire/ -- Health In Tech (Nasdaq: HIT), an Insurtech platform company backed by third-party AI technology, today announced key executive appointments to fuel growth, expand market opportunities, and drive innovation in the self-funded healthcare industry. These executive appointments mark a pivotal step in the company's strategy to strengthen its operational capabilities, scale its technology-driven solutions, and reinforce its position as a disruptor in the industry.

"These executive appointments underscore our commitment to driving innovation, enhancing scalability, and accelerating market expansion," said Tim Johnson, CEO of Health in Tech. "Each of these leaders brings deep expertise and a proven track record in driving business transformation, high-growth strategies, and operational excellence. Their diverse backgrounds in insurtech, underwriting, cybersecurity, and market expansion will elevate our platform, optimize efficiency, and continue to deliver groundbreaking solutions that redefine self-funded healthcare."

Dustin Plantholt Appointed Chief Growth Officer

Dustin Plantholt has been named Chief Growth Officer, effective March 2025, succeeding Glenn Hillyer, who has been appointed Senior Vice President of Sales Partner Relations.

In this role, Plantholt will lead business expansion, innovation, and strategic partnerships to drive the company's next phase of growth. With over 20 years of experience in insurance, emerging technology, and media, Plantholt has successfully built, scaled, and exited multiple companies, with a strong focus on sustainability and disruptive innovation.

Plantholt has served as Chief Executive Officer at BlockBuzz Inc., a strategy, media and partnership advisory company, since November 2018. Previously, he served as Chief Executive Officer at Life's Tough Media from July 2019 to June 2023, Senior Editor at Forbes Monaco from September 2021 to February 2023, Executive Vice President at Optimed Health, Inc. from September 2017 to November 2018, and Chief Sales & Marketing Officer at Evergreen Health, Inc. from October 2016 to September 2017.

Chris Kurtenbach Appointed Chief Operating Officer

Chris Kurtenbach has been appointed as its Chief Operating Officer (COO), effective March 2025. Kurtenbach previously served as the company's Senior Vice President of Operations from November 2024 to March 2025. In his new role, he will oversee claims, enrollment, underwriting, data analytics, and operational efficiency. Kurtenbach brings over 30 years of experience in operations, customer service, and process improvement across multiple industries. He has proven track record in building high performing organizations through a "roll-up my sleeves technique," diving into the details and understanding the strengths and weaknesses of the teams, the systems and the processes.

Kurtenbach is an industry veteran with over 30 years of experience senior leadership roles leading various product and business functions in diverse companies. Prior to his role at HIT, he served as the VP of Service and Operations at BCS Financial Corporation, a company that provides a wide range of insurance and financial solutions for Blue Cross and Blue Shield organizations and commercial partners nationwide, from October 2017 to November 2024, Senior VP at LifeWatch, an ambulatory cardiac monitoring service, from May 2016 to August 2017, and VP of Operation and VP of Business and Product Operations at AIM Specialty Health (now Carelon Medical Benefits Management Inc.), a medical benefits management service, from June 2012 to May 2016.

(Jonathan) Del Lockett Appointed Chief Strategy Officer

Formerly Chief Operating Officer, (Jonathan) Del Lockett is transitioning to Chief Strategy Officer, where he will oversee new business development, SaaS innovation, and market expansion.

As Health in Tech continues to refine its technology-driven offerings, the company is placing a stronger emphasis on long-term business strategy and product innovation. Lockett's transition into this role reflects the company's commitment to leveraging his deep industry expertise to drive the next phase of growth. His background in managing general agency (MGA), TPA, and captive health insurance uniquely positions him to identify and implement strategic initiatives that enhance Health in Tech's market positioning.

Jenni Guerrica Appointed Chief Information Security Officer

Health in Tech is also announcing the promotion of Jenni Guerrica to Chief Information Security Officer, effective March 2025, recognizing her outstanding leadership in cybersecurity, risk management, and regulatory compliance.

Jenni Guerrica is an accomplished cybersecurity executive with over 20 years of experience in the field. Guerrica previously served as the VP of Information Security & Compliance at Health In Tech from October 2022 to March 2025. Prior to that, she served as a Security Architect at Allegiant Air, an airline focused on serving leisure traffic from small and medium-sized cities, from November 2015 to September 2022. In these roles, she gained invaluable expertise in regulatory compliance, with a particular focus on Sarbanes-Oxley (SOX) requirements. Guerrica's deep understanding of regulatory frameworks, combined with her ability to design and implement robust security architectures, has enabled her to safeguard complex digital environments while maintaining high standards of compliance.

Use of Forward-Looking Statements

Certain statements in this press release are forward-looking statements for purposes of the safe harbor provisions under the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements may include estimates or expectations about Health In Tech's possible or assumed operational results, financial condition, business strategies and plans, market opportunities, competitive position, industry environment, and potential growth opportunities. In some cases, forward-looking statements can be identified by terms such as "may," "will," "should," "design," "target," "aim," "hope," "expect," "could," "intend," "plan," "anticipate," "estimate," "believe," "continue," "predict," "project," "potential," "goal," or other words that convey the uncertainty of future events or outcomes. These statements relate to future events or to Health In Tech's future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause Health In Tech's actual results, levels of activity, performance, or achievements to be different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond Health In Tech's control and which could, and likely will, affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects Health In Tech's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to Health In Tech's operations, results of operations, growth strategy and liquidity.

About Health In Tech

Health In Tech (Nasdaq: "HIT") is an Insurtech platform company backed by third-party AI technology, which offers a marketplace that aims to improve processes in the healthcare industry through vertical integration, process simplification, and automation. By removing friction and complexities, we streamline the underwriting, sales and service process for insurance companies, licensed brokers, and TPAs. Learn more at healthintech.com.

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