Health In Tech Strengthens Leadership Team to Accelerate AI Innovation and Drive Enterprise Revenue Growth

STUART, Fla., Sept. 5, 2025 /PRNewswire/ -- Health In Tech (Nasdaq: HIT), an Insurtech platform company backed by third-party AI technology, today announced strategic leadership appointments designed to advance AI utilization and accelerate company growth.

Dustin Plantholt, formerly our Chief Growth Officer, has been appointed Chief Artificial Intelligence & Marketing Officer, where he will spearhead the company's AI strategy and lead enterprise-wide marketing initiatives. In addition, Zain Hasan has joined Health In Tech as Head of Revenue and Growth responsible for scaling national sales operations, expanding agency partnerships, enhancing carrier relationships, and driving revenue acceleration.

"Artificial intelligence is at the core of our future," said Tim Johnson, CEO of Health In Tech. "Dustin's appointment underscores how central AI is to our strategy. His unique blend of AI expertise and growth leadership makes him the ideal leader to spearhead this transformation. In parallel, Zain's exceptional track record in building high-performance sales organizations will help us capitalize on accelerating market demand and unlock new growth opportunities nationwide."

Plantholt Appointed to Lead AI Innovation and Enterprise Marketing

Effective September 1, 2025, Mr. Plantholt assumed the role of Chief AI & Marketing Officer. Dustin has extensive experience in AI architecture, having led multi-year initiatives that integrate artificial intelligence into broker-facing technologies. Named Entrepreneur's Metaverse Advisor of the Year in 2022, he was recognized for advancing the use of AI in powering immersive environments and intelligent interactions that define the metaverse, and has also served as the emerging technology advisor to multiple nonprofit organizations such as March of Dimes.

This appointment comes at a pivotal moment as the company prepares to launch its next-generation AI Engine, designed to deliver real-time insights, automate decision-making, and create measurable value for brokers, TPAs, and carrier partners. The launch represents a foundational milestone in the company's transformation from successful Insurtech platform to indispensable ecosystem partner.

Hasan Joins to Drive Revenue Expansion and Growth Initiatives

Health In Tech also welcomes Zain Hasan as Head of Revenue and Growth. A serial entrepreneur and five-time Founding CEO, Mr. Hasan led each organization through successful acquisitions by Private Equity backed strategic acquirers, driving rapid value creation for shareholders. With 15 years in the benefits and insurance sector, he brings deep expertise in scaling sales organizations, executing acquisition strategies, and building national distribution networks.

Most recently, Mr. Hasan helped build Quantas Advisors (formerly Risk Transfer Advisory Group) into a national employee benefits agency by spearheading an insurance agency consolidation strategy after successfully recapitalizing with a Private Equity sponsor and executing a wave of a dozen strategic acquisitions. He has received multiple industry honors, including Cigna Gold Circle, Employee Benefits Adviser magazine's Rising Star, and recognition as an Inc. 5000 Honoree. Mr. Hasan also hosts the *Culture Champions Podcast*, spotlighting leaders of purpose-driven organizations.

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.

Investor Contact

Investor Relations:
ir@healthintech.com

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