

Our Presenters Biographies

Richard Kersh

Richard Kersh founded Kersh Risk Management in 1988. Richard has a Masters Degree in Exercise Physiology from the University of Arkansas and is currently an Adjunct Professor at Arkansas Tech University. Kersh has also served on the adjunct research committee for Merck Pharmaceutical. Over the past 20 years, Kersh Risk Management has designed and implemented wellness programs for Union Pacific Railroad, Anheuser Busch Companies, Bemis Corporations and various other Fortune 500 Corporations. Kersh Risk Management has developed software for the measurement of economic outcomes related to wellness programming. The software expresses financial outcomes in an actuarial format, the language of the insurer. Kersh Risk Management has introduced various innovations to corporate wellness programs such as activity monitoring through the use of a web enabled accelerometer and proprietary healthy lifestyle journaling for behavioral modification. Kersh has enabled several corporations to reduce healthcare utilization within their employee populations.

Robert G. Taylor, CLU, CEBS

Bob is President of The Council for Disability Awareness, a not for profit coalition of leading US disability insurance companies committed to raising public awareness of the growing realities and financial consequences of becoming disabled. During his 35 year career in the disability insurance business, Bob has served as President of John Hewitt and Associates, Inc., head of the Employee Benefits Sales and Marketing Division of UNUM, Executive Vice President and Chief Marketing Officer of the Anthem Life Insurance Companies and head of Mutual of Omaha's Group Insurance Division. Bob earned a Bachelor of Science degree in economics from Cornell University and attended the Executive Management Program at the Fuqua Graduate School of Business at Duke University. He holds both the CLU and CEBS designations.