



## **Nick Getz**

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Nick Getz serves as Employee Benefits Practice Leader at IOA, bringing executive-level leadership across employee benefits strategy, sales enablement, and practice operations. With a career built at the intersection of strategy, innovation, and growth, Nick is responsible for helping shape IOA's long-term employee benefits vision, driving organic revenue and retention, supporting benefits-focused M&A initiatives, and ensuring consistent delivery of best-in-class client solutions across the enterprise. Prior to joining IOA, Nick served as National Director of Underwriting and Innovation at The Baldwin Group, where he led the Health Management Systems (HMS) division, a national platform spanning underwriting, actuarial services, pharmacy strategy, data analytics, stop-loss, clinical advisory, and population health that supported thousands of employer clients across the country. In that role, he developed and scaled centers of excellence, built consultative service models, integrated acquired firms, and forged strategic partnerships with PBMs, carriers, TPAs, and digital health vendors to help employers manage cost and navigate an evolving benefits landscape. Nick specializes in self-insured and alternative funding models, captive and consortium programs, PBM consulting, and analytics-driven benefits strategy. He is a frequent national speaker on employer health care strategy and pharmacy cost management, and serves on advisory boards spanning PBMs, carriers, health systems, and digital health platforms. Nick holds a B.S. in Human Physiology from the University of Oregon and completed his Executive MBA in 2026 at the University of Utah's David Eccles School of Business.