

## **Benefitfocus Chief Technology Officer to Speak at the 2014 MIT Sloan CIO Symposium**

### **CTO of leading benefits software company joins senior executives on Big Data, Analytics, and Insights Panel**

CHARLESTON, S.C., May 20, 2014 /PRNewswire/ -- [Benefitfocus, Inc.](#) (NASDAQ: BNFT), a leading provider of cloud-based benefits software solutions, today announced that Chief Technology Officer Don Taylor will join other CIOs and senior IT executives as a featured panelist at the 2014 [MIT Sloan CIO Symposium](#). This premier event on May 21 will provide CIOs with high-level insight from leading academic research combined with the counsel of successful business leaders on how to lead their digital enterprises forward. Along with other senior executives and academicians, Taylor will participate in the panel titled "[Big Data, Analytics, and Insights](#)," taking place from 1:30-2:30 p.m. ET.



As the global trend towards digitization accelerates, organizations are looking to reinvent their digital enterprises: businesses need more than just new technologies; a whole cultural transformation is needed. Strong leadership will facilitate that process of identifying and implementing compelling new technologies as well as overcoming organizational obstacles.

"The CIO is ideally placed to lead the technical and cultural shifts necessary to bring their digital enterprises forward," said Lindsey Anderson, Chair of the 2014 MIT Sloan CIO Symposium. "However, being ideally placed is no guarantee of future success. To meet this challenge, our speakers will provide attendees with actionable insight on how to embrace the organizational and technical changes needed as they guide their organizations in the months and years ahead."

Now in its 11th year, the MIT Sloan CIO Symposium is a world-class, one-day conference, held on the MIT campus in Cambridge, MA. Over 700 CIOs, senior IT executives and MIT academic thought leaders will network, collaborate and explore how innovative technologies and leading-edge research can help address the digital transformation.

"I am thrilled to be participating in this event," remarked Benefitfocus CTO Don Taylor. "As a leader in the benefits technology space, we focus on iterative design to deliver a user experience that allows our clients to leverage the data we collect on their behalf. Participating in this panel and attending the Symposium is a fantastic opportunity to meet thought leaders and discuss how big data and analytics are changing the design and engineering of software across all industries."

Taylor recently spoke at the Benefitfocus conference, One Place. 2014. in Charleston, SC. He was joined by Benefitfocus executives and guests as the company announced exciting new enhancements to its Platform.

To read more about the announcements made at the One Place. 2014 conference, visit: <http://www.benefitfocus.com/events/announcements/one-place-2014/>.

#### **About the MIT Sloan CIO Symposium**

*The MIT Sloan CIO Symposium is the premier global event for CIOs and senior IT executives to become better business leaders. In one day, CIOs and senior IT executives receive actionable information that enables them to meet the challenges of today's changing global economy. The annual event offers a day of interactive learning and thought-provoking discourse on the future of technology, best practices, and business that is not available anywhere else. The MIT Sloan CIO Symposium is organized and developed by a team from the MIT Sloan Boston Alumni Association, and the MIT Center for Digital Business. The 2014 Symposium will take place on Wednesday, May 21, 2014, from 7:30 a.m. to 7:00 p.m. EST at Kresge Auditorium on the MIT campus (77 Massachusetts Avenue, Cambridge, MA). Visit [www.mitcio.com](http://www.mitcio.com) for more information and registration.*

#### **About Benefitfocus**

*Benefitfocus, Inc. (NASDAQ: BNFT) is a leading provider of cloud-based benefits software solutions for consumers, employers, insurance carriers and brokers. Benefitfocus has served more than 23 million consumers on its platform, that consists of an*

integrated portfolio of products and services enabling clients to more efficiently shop, enroll, manage and exchange benefits information. With a user-friendly interface and consumer-centric design, the Benefitfocus Platform provides one place for consumers to access all their benefits. Benefitfocus solutions support the administration of all types of benefits including core medical, dental and other voluntary benefits plans as well as wellness programs. For more information, visit [www.benefitfocus.com](http://www.benefitfocus.com).

*Except for historical information, all of the statements, expectations, and assumptions contained in this press release are forward-looking statements. Actual results might differ materially from those explicit or implicit in the forward-looking statements. Important factors that could cause actual results to differ materially include: the need to innovate and provide useful products and services; changes in government regulations; the immature and volatile nature of the market for our products and services and other factors that could impact our anticipated growth; management of growth; fluctuations in our financial results; general economic risks; reliance on key personnel; our ability to compete effectively; our ability to maintain our culture and recruit and retain qualified personnel; privacy, security and other risks associated with our business; and the other risk factors set forth from time to time in our SEC filings, copies of which are available free of charge within the Investor Relations section of the Benefitfocus website at <http://investor.benefitfocus.com/sec.cfm> or upon request from our investor relations department. Benefitfocus assumes no obligation and does not intend to update these forward-looking statements, except as required by law.*

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