

# USABLE Life Aligns For Continued Growth: New COO, CFO, And General Counsel Named



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**USABLE Life** →

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LITTLE ROCK, Ark., July 19, 2018 /PRNewswire/ -- As USABLE Life continues to align internally to support its growth strategy and deliver shareholder value, the Company announces three major leadership moves today.

Richard (Rich) Macy assumed the role of chief operating officer July 1, 2018. He now leads USABLE Life's life, disability, and worksite business, as well as the company's dental operations, technology, and human resource functions.



Rich Macy, Chief Operating Officer, USABLE Life

Brian Black now serves as general counsel and provides primary legal direction for all aspects of USABLE Life's ancillary insurance business, including, but not limited to, government filings, underwriting, claims, compliance, product development, and sales.

John H. Moran, CPA, joined USABLE Life July 9 as chief financial officer.

"As our organization has grown and our strategy matured, our leadership needs have evolved," said Jim Casey, USABLE Life president and chief executive officer. "The past few years, our focus has been on managing joint ventures and partnerships, risk management, and building a strong organization. With Rich, Brian, and John on board, we have aligned leadership skills to best support the growing business and our strategic plan."

### **Rich Macy, Chief Operating Officer**

Since Macy joined USABLE Life in 2012 as senior vice president of operations and technology, he has played a primary role in helping the company deliver superior customer service, leverage technology to improve business processes, and create competitive advantage. In 2016, he was promoted to executive vice president of operations, technology solutions, and life and disability risk management.

"Rich is a proven executive with superior leadership skills," said Casey. "He has contributed greatly to our operational and financial results and to our continued organizational and cultural transformation."

Macy came to USABLE Life from The Pension Benefit Guaranty Corporation (PBGC), a Washington, DC-based private sector insurer of pension plans. At The PBGC, he served as both chief operating officer and chief information officer. Prior to that, Macy served in various leadership roles at Automatic Data Processing, including vice president of operations and vice president and general manager.

Macy holds a Master of Business Administration degree in product and operations management from Columbia University and a bachelor's degree in mathematics/computer science from Wesleyan University.

### **Brian Black, General Counsel**

Black previously served for three years as a US Able Life vice president and assistant general counsel. His background includes more than 20 years of broad and varied legal experience. He has held positions with small and large firms, including in-house positions with the Sheet Metal Workers' National Pension Fund. Prior to joining US Able Life in 2014, he was a shareholder at Ogletree, Deakins, Nash, Snoak, and Stewart.

"Brian has consistently demonstrated his expertise and skill when working on our behalf with state departments of insurance and on product development. He will now contribute more broadly as general counsel," Casey said.

Black is licensed to practice law in Arkansas, South Carolina, and Virginia, and is admitted to practice in numerous federal courts, including the United States Supreme Court. He earned a Juris Doctorate from Washington and Lee University School of Law and a bachelor's degree from George Mason University. He is a veteran of the United States Army.

### **John Moran, Chief Financial Officer**

Moran has more than 25 years of experience in finance and capital management, strategic planning, and leadership. He joins US Able Life from Swiss Re, a global provider insurance and reinsurance, where he led the life insurance start-up business, Life Capital Americas.

Before Swiss Re, Moran served as chief financial officer and leader of the life insurance division of Enstar Group Limited. Moran's experience also includes the successful execution of major acquisitions and growth strategies for HSBC North America, where he served as senior vice president and controller.

"We are pleased to add a leader of John's caliber to our company as we continue to expand and strengthen our team during this time of growth," said Casey. "John's significant financial expertise and industry knowledge will be important as we focus on delivering value for our shareholders."

Moran served as a member of the senior management team of Care One, LLC, a start-up senior care company with 56 properties in seven states. He also played a key role in building the elder care services company, The Multicare Companies, Inc.

Moran received a bachelor's degree from Moravian College in Bethlehem, Pa. He is also a graduate of INSEAD. Moran is a certified public accountant and a member of the American Institute of Public Accountants.

## **About USAble Life**

Headquartered in Little Rock, Ark., USAble Life provides ancillary insurance that extends and enhances employer health plans. Uniquely owned by a joint venture of independent Blue Cross Blue Shield providers, USAble Life is rated "A" (Excellent) by A.M. Best, and is among Ward's 50 Life-Health Top Performers. USAble Life employs more than 500 people and operates in 49 states with offices in Arkansas, Jacksonville, Fla., and Honolulu, Hawaii.

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