

Bart McCollum Joins ThinkWhy Executive Advisory Board

President & CEO of Ameriflex to counsel ThinkWhy on its innovative solutions to drive further value and meaning in the workplace

Dallas, Texas – July 14, 2020 – [ThinkWhy](#), a SaaS platform helping companies navigate a new era of work, today welcomes Bart McCollum, President & CEO of Ameriflex, to their Executive Advisory Board. After over a decade with Ameriflex, one of the nation's largest independent administrators of Flexible Spending Accounts (FSAs), Health Reimbursement Arrangements (HRAs), and Health Savings Accounts (HSAs), Bart will leverage his operational expertise to help ThinkWhy advance its company mission and drive organizational excellence.

“As an executive operator, I am deeply aware of the need for a *homerun* business-growth solution for businesses, especially in today’s economic climate,” said McCollum. “Now as a ThinkWhy client, I know firsthand how LaborIQ® can uniquely forecast and manage talent costs across an ever-changing labor market. I look forward to lending my support as the organization evolves and continue to build solutions that drive toward this important goal.”

Bart embodies ThinkWhy’s core principles of innovation and supporting others. In addition to earning multiple awards for payments innovation and customer experience, under Bart’s tenure, Ameriflex has won five workplace recognition awards and a “Torch Award” for Ethics. He continues to lead Ameriflex towards aggressive growth without outside capital, an industry-leading client retention rate, and the return of over \$1.5 billion dollars in savings to American families.

Bart’s background as co-founder and former COO at WorkforceGo!, a cloud-based human resources management system and payroll solution, established his focus on aligning workplace purpose and business strategy through efficient business solutions. Additionally, he is active in the business leadership community through organizations such as Vistage Worldwide, and serves on the Board of the International Student Foundation (ISF), a non-profit whose mission is to transform today’s orphaned and aged-out foster care students into tomorrow’s leaders.

“We are honored to have Bart join ThinkWhy’s Executive Advisory Board as a trusted guide to help us accomplish our strategic vision,” said Claudine Zachara, President and COO of ThinkWhy. “With the Bart’s unique instincts, vision and eye for innovation, ThinkWhy will continue to adapt our product roadmap to today’s workforce shifts and deliver a strategic advantage to businesses.”

For additional information on ThinkWhy, please visit [ThinkWhy.com](#).

About ThinkWhy®

ThinkWhy is helping companies navigate a new era of work by creating modern, human-centered software that supports better career lives. LaborIQ by ThinkWhy is the first platform to bridge the gap between salary answers and labor market performance, delivering a strategic advantage to businesses. Learn more at [www.ThinkWhy.com](#) or follow us on Twitter and Instagram at @ThinkWhy_, on Facebook at @ThinkWhyLLC and LinkedIn at @ThinkWhy-LLC.