

Employee Benefit Research Institute Announces Appointment of Barb Marder as President and CEO

For immediate release: 3/27/23

For more information: Ron Dresner
dresner@ebri.org

(Washington, D.C.) – The Employee Benefit Research Institute (EBRI) announced the appointment of Barb Marder as President and CEO, effective immediately. Marder succeeds Lori Lucas, who joined EBRI as President and CEO in 2018 and retired at the end of 2022.

Marder brings deep experience to her role at EBRI, most recently serving as a Senior Partner and the Wealth Business Global Product Solutions Leader at Mercer. There, she also held several business leadership roles including leading Mercer’s Innovation Hub, Global Mobility, International Consulting and Global Defined Contribution Consulting.



“Barb is exactly the kind of candidate we were looking for,” said Josh Cohen, chair, EBRI Board of Trustees. “She’s a solutions-oriented leader who drives innovation, fuels business growth, creates partnerships and is passionate about building highly effective teams — helping them enhance, develop and grow their capabilities to surpass their goals and customers’ needs. When you add all of that to her impressive work experience and her exceptional references, we knew we had the right candidate.”

Equally important was Marder’s understanding of and respect for EBRI, its research team and the organization’s vital place in the employee benefits landscape. “It’s an incredible honor to join EBRI,” said Marder. “The quality and depth of EBRI’s fact-based and unbiased research is unmatched — and has a meaningful impact on the lives of Americans. Knowing that our work can help to create sound employee benefit programs and shed light on emerging trends and policies is very significant.”

Marder is also looking forward to getting to know and work closely with EBRI’s staff and leadership. “This is a top-tier, best-in-class group,” said Marder. “I want to help create opportunities that leverage the team’s talent, experience and dedication.”

As she looks to the future, Marder says she plans to grow EBRI’s influence, footprint and resources, and will be focused on driving value for current and new members. Specifically, Marder will look to enhance the usability of EBRI’s data and analytics, create new partnerships to extend EBRI’s reach and expand government relations efforts. And, as the industry continues to see unparalleled shifts and changes, Marder believes combining research and data on health and wealth is more important than ever.

Marder begins her tenure at EBRI in the same year the organization celebrates its 45th anniversary, marking an occasion to reflect on EBRI’s deep history and look ahead with optimism.

“It’s fitting that Barb joins EBRI in this milestone year,” said Sandy McCarthy, vice chair, EBRI Board of Trustees. “Barb is forward-thinking, ready to take the organization and its remarkable team into the future while still staying true to EBRI’s time-honored history and mission. Her approach is centered on tapping into the incredible work that’s already been done and continuing to amplify and enhance the value EBRI brings to members and the industry.”

The Employee Benefit Research Institute is a non-profit, independent and unbiased resource organization that provides the most authoritative and objective information about critical issues relating to employee benefit programs in the United States. For more information, visit www.ebri.org.

#