



Jessie Terry

Jessie Terry has over 25 years of experience in human resources, including a decade as a two-time Chief HR Officer for large companies. He has extensive knowledge of corporate benefit offerings, has worked with insurance brokers, and understands how to drive employee engagement.

With MDN, Jessie supports HR and leadership teams by addressing questions and ensuring a smooth rollout of programs. When he works with clients, he develops a personalized, structured implementation plan for the first 12 months, with options to refresh and adapt them for the following year.

How Jessie Supports HR Departments with the MDN Implementation

Working with organizations, Jessie:

- ❖ Develops a custom 12-month implementation plan to integrate MDN
- ❖ Aligns messaging with the HR department's current initiatives
- ❖ Assesses the company's existing financial wellness benefits and how they connect to MDN
- ❖ Ensures MDN aligns with the organization's communication style and culture
- ❖ Creates an engagement campaign to drive awareness and participation
- ❖ Helps employers define their purpose and goals for adopting MDN

Contents of the Engagement Campaign that Jessie Creates

- ❖ Monthly communication with employees
- ❖ Onboarding
- ❖ Month-by-month playbook with MDN content, videos, stories, articles, etc., put into their words and culture
- ❖ Constantly updated to support the company and leaders