



Katie East

Senior Vice President of Business Development
Well

Katie East is the Senior Vice President of Business Development at Well, where she partners with large employers to build confidence in and adopt innovative solutions that improve health outcomes and reduce costs. A veteran leader with over 25 years of experience in the healthcare and benefits space—including a distinguished tenure as a Partner at Mercer—Katie is a recognized expert in managing complex benefit ecosystems. Based in Chicago, she is a strategic advocate for leveraging data and science to foster organizational agility, helping leaders navigate today's demanding environment with transparency and a focus on resilient, wellbeing-driven cultures.