

## Cheryl Frost

Principal and Marketing Director, EB Admin Practice



### Current Responsibility

Cheryl Frost is a principal and marketing director for Milliman's Employee Benefits Administration Practice. In this role, she is responsible for enhancing Milliman's brand in the marketplace, partnering with business unit leaders to retain and grow clients, developing new business, and leading Milliman's overall relationship with a group of assigned clients.

### Professional Work Experience

Cheryl has spent 20+ years helping companies resolve a wide range of employee benefit and HR issues, such as change management, employee engagement, and the human capital side of mergers and acquisitions. Her client engagements have ranged from small/mid-market companies to Fortune 500 household names in industries such as healthcare, energy, transportation, retail, hospitality, manufacturing, telecom, and more.

Before joining Milliman in 2013, Cheryl was a principal in Mercer's Dallas office, leading the Workforce Communication and Change team for the Central Market. In that role, she led the regional communication practice, which included business development, personnel management, and client management. She also served as relationship manager for several key clients.

Additional experience includes serving as a communication consultant for PartnerComm, Inc., an employee communication agency, and in corporate communication roles for Pier 1 Imports and Metro Hotels, Inc.

Cheryl's work has received global recognition by the International Association of Business Communicators. She has also received numerous awards for excellence in investment and retirement education from the Profit Sharing Council of America and *Pensions & Investments* magazine.

### Presentations and Publications

- Enrollment is coming. Be ready. Open enrollment communication best practices and trends.
- Case study: Successfully communicating a new culture, harmonized benefits after a merger.
- Employee benefit plan considerations for M&As.

### Education

BA, Journalism, Baylor University

### Affiliations

- Worldwide Employee Benefits (WEB)
- International Association of Business Communicators (IABC)
- Southwest Employee Benefits Association

