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For Immediate Release

Press Release

Milliman Appleseed adds Martin Ellingsworth's Salt Creek Analytics to its growing insurtech network

SEATTLE – February 19, 2025 – Milliman Appleseed, an advisory organization licensed to submit loss costs, risk scores, and rating factors to state insurance regulators, is excited to add Martin Ellingsworth and Salt Creek Analytics to its growing network of insurance and insurtech alliances.

Martin Ellingsworth's decades of experience include working with startups and established firms to implement cutting-edge analytics and forge transformative relationships. His knowledge of market trends and ability to deliver impactful solutions make him an invaluable advisor in advancing the insurance industry.

Milliman Appleseed simplifies regulatory compliance for loss costs, rating factors, and risk scores, reducing costs for insurers and accelerating speed-to-market. Through this new distribution agreement, Salt Creek Analytics clients can work with Milliman Appleseed to navigate regulatory complexities and scale effectively.

For more information on Milliman Appleseed, visit: <https://www.milliman.com/en/products/milliman-appleseed>

For more information on Salt Creek Analytics, visit: <http://saltcreekanalytics.com/>

About Milliman

Milliman leverages deep expertise, actuarial rigor, and advanced technology to develop solutions for a world at risk. We help clients in the public and private sectors navigate urgent, complex challenges—from extreme weather and market volatility to financial insecurity and rising health costs—so they can meet their business, financial, and social objectives. Our solutions encompass insurance, financial services, healthcare, life sciences, and employee benefits. Founded in 1947, Milliman is an independent firm with offices in major cities around the globe. Visit us at milliman.com.

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