




BARRY GOODRICH

MARKET PRESIDENT - ARIZONA, PRINCIPAL

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EDUCATION

Barry Goodrich is a graduate of the University of Kansas.

ORGANIZATIONS

Banner | Aetna's Advisory Council
Blue Cross Blue Shield of Arizona's Advisory Council
CIGNA's Advisory Council
The Council of Insurance Agents & Brokers (CIAB)
UnitedHealthcare's National Broker Advisory Council

PHILANTHROPY

Arizona's Children Association
Arizona Center for Nature Conservation
Arizona Humane Society
Phoenix Children's Hospital - PCH50 Board Member
RISE Services
Southwest Autism Research & Resource Center (SARRC)

Barry Goodrich joined the MJ team in 2007 as an employee benefits consultant in our Benefits Consulting department. Shortly thereafter, he became a principal and was later named market president - Arizona in 2022. In his role, Barry is responsible for providing strategic direction, leading sales and growth efforts in our Arizona office. His track record for growth and leadership has continued to develop throughout his tenure, solidifying his active membership on MJ's Senior Leadership Team.

Barry's specializations are as diverse as they are essential, encompassing employee benefit plan design and analysis, alternative funding, pharmacy benefit management, population health, benefits technology and compliance management. He and his team help identify primary cost drivers through data analytics and develop tailored solutions for MJ's Employee Benefits clientele. When faced with complex insurance decisions, Barry strives to simplify the process, helping organizations better leverage their insurance investments while reducing stress and creating optimal benefit strategies for employers.

In addition to working at MJ, Barry is passionate about serving the Phoenix community through local non-profit organizations.