

**Laura Rich**  
**Executive Officer**  
**State of Nevada Public Employees' Benefits Program**  
**Carson City, Nevada**

Laura Rich was appointed executive officer of the State of Nevada Public Employees' Benefits Program (PEBP) in March of 2020 and previously served as the operations officer since 2015. As the executive officer, Rich is responsible for the administration of a group health and life insurance program which offers comprehensive medical, prescription drug, dental, vision, life, long-term disability and many other voluntary products to over 70,000 public employees and retirees as well as their covered dependents. Prior to joining PEBP, she worked for the Silver State Health Insurance Exchange as part of the team that launched the Nevada State-based Exchange and the implementation of the Affordable Care Act. Her previous service with the State of Nevada includes positions within Nevada Medicaid as well as the Division of Aging and Disability Services, where she advocated for and investigated complaints on behalf of residents in long-term care facilities. Rich is a graduate of California State University San Marcos and earned her master of business administration degree from Western Governors University.