



Miriam (Mim) Senft, GBA, AAI, CWWWS

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Mim Senft is co-founder and managing director of Motivity Care, a company that takes the complexity out of caregiving management. She has 25+ years of corporate experience in project management, benefits design, health and well-being program strategy and implementation. Senft had oversight of strategy under the Optum umbrella for the Goldman Sachs Wellness Program and has worked with more than 70+ United States and international clients. She holds certifications in group benefits, worksite wellness and property casualty insurance. Senft is a coauthor of an academic chapter that has been viewed over 19,000 times, focused on workplace health and well-being. She is regularly asked to write articles related to healthier workforces, gender equity and the aging workforce, and she has been published by Thrive Global, *Organic Spa Magazine* and *Life Health Leadership Magazine*, and she is author of articles for health and well-being organizations. Senft is also a co-founder of the nonprofit Global Women 4 Wellbeing (GW4W) and helped lead a research initiative to identify the key issues that are slowing down gender leadership equity for women of all backgrounds. She has keynoted in the U.S. and in Europe, moderated panel discussions, and run workshops, informational sessions and training sessions for summits and conferences focused on employee health and well-being, gender, equity and inclusion, benefits design and healthier working environments. Senft is a member of the National Wellness Institute and served on the board of directors. She serves as an advisory board member for the Women Business Collaborative (WBC) and is member of the Orion Advisory Group.