

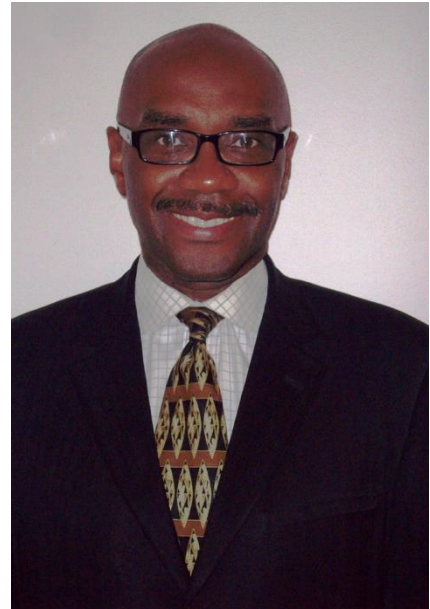
Michael J. Rhim, CEBS

General Information

Michael Rhim is a principal with PRM and heads the defined contribution practice for the firm. He joined PRM in 2008 after serving for over 20 years as a manager and account executive for TIAA, one of the largest retirement financial services firms in the country. He has over 30 years of consulting experience in the retirement and employee benefits arena.

Education

Mr. Rhim received his Bachelors of Business Administration from Howard University in 1981. He completed his CEBS designation in 1992 which is sponsored by the Wharton School in Pennsylvania.



Experience

As the Retirement Practice leader, Mr. Rhim's current role has him providing services for several PRM clients, as well as conducting speaking engagements on retirement issues at various conferences around the country. He is considered an expert on retirement plan issues, including 403(b), 401(k), 457(b), 457(f), and other retirement arrangements. He is considered one of the first consultants to recommend the creation of Multiple Employer Plans (MEPs) for nonprofit organizations back in 2010. This experience has led to him being hired in Virginia to serve as the consultant to help implement one of the first 403(b) higher education MEPs in the country. He has since been hired in Pennsylvania, Michigan, Indiana, and Illinois to execute a MEP in those states. His expertise also includes assisting clients in designing and enhancing their plans to meet ERISA and IRS compliance regulations, conducting record-keeping consolidation services, providing investment advisory services, and serving in a strategic role to assist clients in enhancing their plans for greater employee participation. His work with clients to evaluate vendors and examine fees, has saved his clients over \$11 million in the past five years. He was hired by Milwaukee Public Schools where he served as their exclusive consultant on retirement issues and lead the effort to reduce their retirement vendors from 17 down to four, while negotiating fees that saved employees hundreds of thousands of dollars for the Milwaukee school system. His clients include a variety of private and public entities, including City University of New York (CUNY), Carnegie Institute of Science, Howard Hughes Medical Institute, City of Virginia Beach, Council of Independent Colleges of Virginia, Georgetown University, Catawba College, DC Water, Frederick County, University of Maryland Medical Systems, Virginia Commonwealth University, the University of North Carolina at Chapel Hill, Emergent Bio

Solutions, Virginia Bankers Association, and the Pew Institute, to name a few. He is currently under contract to provide strategic retirement services for the DC Government through a sub-contracting arrangement with ICMA-RC. He has led employee education efforts to provide a holistic approach for institutions and plan participants.

Prior to joining PRM in 2008, he spent the major part of his career in the financial services arena working as a Director and Regional Vice President at TIAA, managing consultants and conducting strategic initiatives on retirement and other employee benefit issues such as plan compliance, plan design, audits, customer service, new business procurement, employee benefit education, and much more. During his tenure, his team was responsible for growing business in the region by an average of 10% a year while servicing some of TIAA's most important clients.

He is an influential leader with talent for communicating corporate vision and fostering consensus to achieve common goals. He has written articles, including one for Compensation & Benefits titled, "*It's Time for Employees to Set their Retirement GPS*". He also published a white paper on 403(b) MEPs, titled: *The New Game Changer for Non-profit Retirement Plans: The 403(b) MEP*.

Accreditations

Mr. Rhim holds a Certified Employee Benefits (CEBS) designation and was selected as the President of the DC Chapter of CEBS, where he served two terms.

He is currently has an insurance license from the state of Maryland, and reciprocal arrangement in the District of Columbia.