Rocke Blair, MBA, CEBS, CBFA *Practice Leader*

Based in Cincinnati, OH, Rocke Blair brings over 30 years of experience with employee benefits and spearheaded our “K2 Process” for plan optimization.  He is responsible for consulting on all aspects of client’s plans, including compliance, investments, fiduciary management, plan design, analytical benchmarking and plan provider negotiations.  Specifically, he specializes in working within the healthcare and other human capital intensive industries and oversees many of our Midwestern clients.

Rocke has dual undergraduate degrees in Business and Chemistry from Indiana University and a Masters in Business Administration from Capital University.  He is a Certified Employee Benefits Specialist from the Wharton School, and a Certified Behavioral Finance Analyst from Allianz Global Center For Behavioral Finance.