



## **Donovan Ryckis**

**Founder and CEO  
Ethos Benefits  
Orlando, Florida**

Donovan Ryckis is the award-winning founder and CEO of Ethos Benefits, a firm dedicated to advancing fiduciary-driven health insurance strategies for employers nationwide. Donovan and his wife and business partner Chelsea have pioneered a revolutionary approach that effectively eliminates fraud, waste and abuse from employer health care plans while increasing savings for both employers and their employees. A seasoned entrepreneur who has created and exited numerous successful companies in a multitude of industries, Donovan has always looked for ways to improve existing standards. With over a decade of experience as a fiduciary, he brings transparency, common sense and alignment of interests into the benefits marketplace. His desire to have a greater impact on families and hard-working individuals led to the creation of Ethos. Donovan's unconventional work in the health insurance industry helps place the power back into the hands of business owners and employees. Donovan is the co-host of the award-winning Business of Benefits Podcast and producer of the documentary "It's Not Personal, It's Just Healthcare," which will premiere in late 2024. He is a renowned speaker, regularly appearing on the industry's most coveted stages, including ALM Benefits Pro Expo, SHRM HR Florida, and the ISCEBS Symposium. He is a member of National Association of Benefits and Insurance Professionals (NABIP) as well as the Q4i Intelligence and Exit Planning Institute. Donovan is an avid sportsman and enjoys spending time with his wife and their beloved dog.