

Chris Barnes

BUSINESS OPERATIONS | STRATEGY & EXECUTION

Business Development | Strategic Partnerships | Process Improvement | AI & Automation

chrisbarnes.work | [linkedin.com/in/chris-barnes-167aba64](https://www.linkedin.com/in/chris-barnes-167aba64)

Business operator connecting program partners, distribution relationships, and administrative workflows. Experience spans association benefit packages, agency support, platform architecture, and AI-assisted language-risk screening.

Relevant experience

President | Millennial Insurance Group

March 2020 - present

- Work with national associations and third-party administrators to develop benefit packages for direct and group distribution.
- Connect general agents and agencies with health-benefit programs serving associations, unions, professional employer organizations, and trusts.

Founder & Architect | Enforcement Lens

January 2026 - present

- Founded an AI-powered platform for reviewing insurance and benefits wording across websites, marketing copy, emails, presentations, and documents.
- Defined a language-risk screening approach using an indicator scale and insurance and benefits oversight topics, including DOI, DOL, ERISA, and CMS. The focus is wording review, not a legal-compliance determination.

Director of Platform Architecture | TMH Group

November 2025 - present

- Focus on access, routing, and coordination tools linking brokers, general agents, employer groups, and designated licensed enrollment partners.
- Platform model separates administrative coordination from licensed insurance advice and enrollment, with distinct participant roles.

Managing Partner | Millennial Web3 Group

December 2022 - present

- Focus on AI-enabled business services and administrative use cases, including email management, document processing, and repetitive workflows.

Additional experience

Co-Founder | The Marketplace Hotline | September 2025 - present

Partner | JE National Benefits | January 2024 - present

Managing Partner | USA Sports Benefits | September 2023 - present

Principal Partner | Barnes & Associates | November 2017 - March 2020

Employee Benefits Broker | Aflac | October 2014 - April 2020

Internet Sales Manager | Kia Motors America | February 2011 - October 2014

Licenses & commissions

Health and Life Insurance Licensed

Notary Public, Commonwealth of Kentucky | Commission expires June 2030