



Cody A. Purdy, CEBS

**Practice Lead and Lead Consultant
IMA Financial Group
Denver, Colorado**

With over 15 years of consulting experience, including ten years at IMA Financial Group, Cody Purdy leads the government practice with a focus on self-insured clients in both public sector and multiemployer union/labor sectors. His comprehensive expertise spans the entire client lifecycle, from benefits analyst to lead consultant, ensuring strategic and tailored benefits solutions. Cody's innovative approach has earned his team industry recognition, including a nomination for the Business Insurance U.S. Insurance Awards, showcasing his ability to transform benefits programs and drive significant financial improvements. Cody's deep understanding of multiemployer and public sector benefits is bolstered by his active involvement in industry organizations such as the Colorado Group Insurance Association and the Self-Insurance Institute of America. His Certified Employee Benefit Specialist® (CEBS®) designation reflects his commitment to professional excellence and thought leadership. Cody's strategic insights and hands-on approach have consistently delivered successful outcomes for his clients, positioning him as a trusted advisor in the benefits space. As a graduate of the University of Missouri, Cody combines his academic background in political science with practical experience, offering clients a unique blend of knowledge and expertise. His work in legislative settings has provided him with a nuanced understanding of regulatory compliance and public policy, enhancing his ability to navigate the complexities of public sector benefits management. Cody is dedicated to helping public sector organizations achieve their benefits goals through innovative strategies and comprehensive support.