



ali payne

president, organizational engagement




As the President for ethOs, Ali Payne leads a team of engagement and wellbeing experts who work with clients to not only develop a strategy to drive employee engagement, but also to help them focus on the right employee experience and resources for all of the demographics in their workplace.

Ali has a wealth of knowledge and expertise in the organizational wellbeing, culture, and employee experience industry. Prior to joining Holmes Murphy, Ali spent 15 years with Gallagher Benefit Services as Divisional Vice President, Practice Leader, Wellbeing and Engagement building a team of wellbeing and engagement professionals. Through this experience, she understands first-hand the value and importance of integrating organizational goals with strategies to engage talent. She helps her clients improve their employee retention and productivity through successful strategy development, implementation, and execution.

Ali is also an organizational engagement/culture expert and an award-winning thought leader. Recognized for her work in the industry, Ali was named the Employee Benefit Adviser's Wellness Adviser of the Year in 2018.

Ali received her undergraduate degree in Exercise Physiology from The University of Iowa and her Master of Science degree in Health Promotion and Human Resource Management from Nebraska Methodist College. She also holds a certificate in Leadership from Harvard Business School.

Outside of work, Ali enjoys spending time with her husband Charlie, daughter Olive, and twin sons Fritz and Otto.



Ali ran 40 marathons before the age of 40 and has completed seven Ironman triathlons!



*did you know?*