



NEWS RELEASE

WEX to Host WEX SPARK 2022

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Attended by HR and benefits industry experts, SPARK 2022 will focus on the latest technology and products, emerging industry trends

PORTLAND, Maine--(BUSINESS WIRE)-- **WEX** (NYSE: WEX), the global commerce platform that simplifies the business of running a business, will host **WEX SPARK 2022**, its benefits division's 15th annual conference event, on May 16 – 18, 2022, at The Diplomat Beach Resort in Hollywood, Florida. SPARK brings industry experts and WEX team members to WEX partners in the benefits space to discuss how trends impacting employers, opportunities in the market, and the latest product and program innovations from WEX can fuel business growth.

The WEX benefits platform—delivered through WEX's network of partners serving the health and employee benefits market including benefits consultants, third-party administrators, financial institutions, health plans, and public sector organizations—helps millions of consumers better manage healthcare expenses across the United States and Canada.

SPARK—one of the benefits industry's leading events—will provide a refreshing and empowering experience ideal for learning. Sessions will offer attendees choice, variety, and expertise in technology, service, and community that will help differentiate their business.

- **Keynotes:** This year, two motivational keynote speakers—Ken Schmidt, former communications director of Harley-Davidson, and Tiffani Bova, global customer growth and innovation evangelist at Salesforce—will provide insights into brand management, positioning, human behavior, and digital transformation. Also on the event mainstage will be WEX executives sharing WEX's vision, strategies, and the WEX roadmap of innovations to help attendees shape their business growth plans.
- **Breakout sessions:** Breakout sessions are valuable opportunities to dive into WEX's platform capabilities, features, and functionality—as well as sales programs and resources, thought leadership on industry trends,

and best practices. Session topics will include the Great Resignation and financial wellness trends, how to create unparalleled experiences for employers and customers, and best practices for selling products.

- **Spotlight sessions:** Spotlight sessions each are 30 high-energy minutes that will provide concise demonstrations of new platform features, programs, or offerings. Many of the spotlight sessions serve as an introduction to more detailed breakout sessions on the same topic.
- **Learning labs:** Expert trainers and platform gurus will host a series of sessions designed to use experiential learning and user-centered coursework to teach attendees about the WEX benefits platform. These learning experiences will integrate research and innovation and show attendees how to apply what they've learned to their day-to-day work.

"In this time of great change, it's so important for leaders in the employee benefits market to share insights and best practices on ways the WEX ecosystem can further help remove complexities for the employers we collectively serve," said Robert Deshaies, chief operating officer, Americas, WEX. "Even during the increased challenges of the past two years, WEX and our partners achieved success and growth, and I personally can't wait to discuss how WEX can help drive even greater growth going forward."

Additional details and registration information are available **online**. SPARK 2022 is sponsored by strategic and business partners of WEX, including Baker Tilly, Doxim, FIS, Health-E Commerce, Mastercard, PNC, TTEC, UMB Healthcare Services, Visa, and Weninger Haus. Highlights and news announcements from SPARK 2022 will be shared in real time via Twitter #WEXSPARK2022.

About WEX

WEX (NYSE: WEX) is the global commerce platform that simplifies the business of running a business. WEX has created a powerful ecosystem that offers seamlessly embedded, personalized solutions for its customers around the world. Through its rich data and specialized expertise in simplifying benefits, reimagining mobility and paying and getting paid, WEX aims to make it easy for companies to overcome complexity and reach their full potential. For more information, please visit **www.wexinc.com**.

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WEX Media

Tiffany Wirth

701-461-6473

tiffany.wirth@wexinc.com

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