

Marquis Who's Who Honors Tyrone Dwayne Squires, CPBS, for Excellence in Health Care

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Tyrone Dwayne Squires, CPBS, brings over two decades of expertise in entrepreneurship, technology and human resources to his role as the founder and managing director of TransparentRx, LLC

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Since 2010, he has led the organization to become the oldest fiduciary model pharmacy benefits manager in the United

States.

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Tyrone Dwayne Squires, CPBS, has been selected for inclusion in Marquis Who's Who. As in all Marquis Who's Who biographical volumes, individuals profiled are selected on the basis of current reference value. Factors such as position, noteworthy accomplishments, visibility, and prominence in a field are all taken into account during the selection process.

Recognized for his commitment to transparency and fiduciary responsibility, Mr. Squires has established himself as a pioneering force in pharmacy benefits management. As the founder of FiduciaryRx, LLC, operating under the trade name TransparentRx since 2010, he has led the organization to become the oldest fiduciary model pharmacy benefits manager in the United States. Determined to operate differently from past industry practices, TransparentRx has set a national standard by contractually obligating itself to prioritize clients' interests.

In his capacity as the owner, chief executive officer and chief support officer at TransparentRx, Mr. Squires is responsible for developing his team members, driving revenue growth, protecting profit margins and ensuring the brand maintains its reputation for integrity. With a hands-on approach, he is deeply involved in client relations and strategic initiatives that focus on reducing pharmacy costs while maintaining optimal patient outcomes.

Along with his leadership role at TransparentRx, Mr. Squires founded the Pharmacy Benefit Institute of America in 2019. As the lead instructor for its Certified Pharmacy Benefits Specialist

program, he educates human resources, finance and employee benefit professionals on the complexities of pharmacy benefits with an emphasis on practical application and adherence to a fiduciary standard of care. The impact of his work was notably recognized when the chief of the pharmacy benefits unit at the Centers for Disease Control and Prevention credited knowledge gained from Mr. Squires' course with enabling a recovery of \$41 million in savings — an achievement that underscores the value his team has delivered.

Mr. Squires is also the creator of InsourceRx, the first do-it-yourself pharmacy benefit manager data analytics software-as-a-service platform designed specifically for human resources and finance departments. This innovation allows organizations to conduct their own data analyses, promoting transparency and efficiency in managing pharmacy benefits. His entrepreneurial journey began in 2005 with PrescriptionGiant.com, where he gained firsthand experience navigating challenges faced by large pharmacy benefit managers.

Prior to starting his own businesses, Mr. Squires served as an executive sales representative at Eli Lilly & Company from 2002 to 2006. There, he developed a deep understanding of the health care sector and solidified his longstanding desire to help others while pursuing business ownership.

Mr. Squires' professional foundation was built during his service as an E-6 counselor in the United States Navy from 1987 to 1995. His military career was distinguished by several honors including the Navy Commendation Medal, two Navy Achievement Medals and a Desert Storm Medal. Furthermore, he was named both Recruiter of the Year and Sailor of the Year by Navy Recruiting Districts (NRD)

Indianapolis and led a recruitment team ranked second in the nation out of 500.

To share insights and stay aware of best leadership practices, Mr. Squires is an active member of industry-related organizations including the JP Morgan Chase Chief Executive Officer (CEO) Circle, the Syracuse University CEO Circle and the Veterans Peer Group. His business achievements and passion for supporting his fellow veterans have seen him honored with the Outstanding Leadership Award at the Education 2.0 Conference in 2024, top rankings from Vet100 and Recognition on Inc. 5000 as well as sponsorship from Eshelman School of Pharmacy at the University of North Carolina.

Much of Mr. Squires' storied success is rooted in his academic background, which includes a Master of Business Administration in marketing from Wayne State University in 2003 and a Bachelor of Arts in marketing from Michigan State University in 1999. To deepen his knowledge and qualifications, he was certified as a pharmacy benefit specialist in 2012 and as a Google AdWords professional in 2008.

Equally dedicated to making a difference through community service, Mr. Squires participates in corporate mentorship programs at Wayne State University by providing support to single mothers and shelters, offering computer training and making charitable donations. He attributes much of his success to innate ambition and drive — qualities he believes are essential for achieving goals — and is immensely grateful for his mother's unwavering support when he launched his first business venture.

Also an accomplished author and thought leader, Mr. Squires

digitally publishes "The Employer's Guide Blog for Overseeing PBMs," which since 2011 has provided valuable insights for self-funded employers, benefits consultants and brokers seeking to optimize pharmacy benefits.

In his personal life, Mr. Squires enjoys playing chess, traveling, cooking, hiking and reading non-fiction books. Looking toward the future, he is exploring opportunities to assist international partners in building new pharmacy benefit manager industries from inception and remains dedicated to ensuring every employee has access to homeownership if they desire. His past achievements and future goals alike reflect his passion for driving change within his industry while supporting the well-being of both his clients and teams.

About Marquis Who's Who®:

Since 1899, when A. N. Marquis printed the First Edition of Who's Who in America®, Marquis Who's Who® has chronicled the lives of the most accomplished individuals and innovators from every significant field of endeavor, including politics, business, medicine, law, education, art, religion and entertainment. Who's Who in America® remains an essential biographical source for thousands of researchers, journalists, librarians and executive search firms around the world. The suite of Marquis® publications can be viewed at the official Marquis Who's Who® website, www.marquiswhoswho.com.

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