

Jeff Green Named National PRIMA's 2025 Public Risk Manager of the Year

At Larimer County, Colorado, public service means more than just performing essential functions—it involves being prepared for the unexpected every day. Under the leadership of Risk Manager Jeff Green, the County has not only taken on that challenge but has also become a national example of what proactive, people-focused risk management can accomplish.

This year, the Public Risk Management Association (PRIMA) named Jeff as its 2025 Public Risk Manager of the Year—a well-deserved honor for a leader whose influence goes far beyond compliance or cost savings. It's an acknowledgment rooted in vision, values, and results.

Building a Culture of Readiness

When Jeff joined Larimer County in 2008, he brought private-sector experience in the aerospace, defense, shipbuilding and retail industries, where he once achieved an Experience Modification Rating (EMR) of 0.48 during his tenure as Risk Manager at Kinko's, prior to FedEx acquiring the company.

Jeff's vision for the county was clear from the start: create a workplace where safety and preparedness aren't just policies—they're habits.

That philosophy is embodied in the **Larimer Prepared Emergency Response Program**, which trains county employees on four essential responses applicable to almost any critical situation.

"If employees understand the response protocols, regardless of the event," Jeff says, "they'll be prepared to act." By emphasizing response over reaction, and clarity over complexity, Jeff has helped to empower Larimer County's 2,200+ employees to protect themselves and prepare for times of crisis.

A true visionary, Jeff also led the creation of the County's first ADA Coordinator position, ensuring Larimer remains compliant with the Americans with Disabilities Act and responsive to the needs of all community members.

Results That Rival the Best in the Nation

Larimer County's workforce has increased by over 31% since Jeff joined, and the county's population is projected to grow by 3.9% over the next five years, surpassing the national growth rate of .06%. As expected, this growth has brought new facilities, emerging threats, and increased risk complexity. However, under his leadership, the county's safety metrics continue to outperform both public and private benchmarks.

- 10-year average EMR of 0.694
- 2024 EMR of 0.61, positioning the county among the top-performing public entities nationwide.
- A sustained reduction in workers' comp costs—from $8.50 to $7.00 per $1M in payroll.
- A fully customized Risk Management Information System (RMIS) that allows the Risk Management Division to monitor trends and engage stakeholders in the results.
- A consistent decrease in liability and workers' comp claims per $1M payroll despite operational expansion.
- Jeff conceptualized and facilitated the creation of an organic vendor insurance management system that allows the county to manage its third-party vendor risk.

What is EMR—and why does it matter?

EMR is a metric used in the insurance industry that compares an employer's actual workers' compensation claims experience to the expected standard for their industry. In other words, it is a numerical indicator of an organization's safety record and risk profile.

- A score of 1.00 is average.
- A score below 1.00 reflects fewer and/or less severe claims, and directly results in lower insurance premiums.

Achieving an average EMR of 0.694 is exceptional. For a public agency, it's virtually unheard of—and a direct reflection of Jeff's strategic, hands-on leadership.

"Jeff has created a gold-standard program that other municipalities are trying to model."
— Kelly Hoskins, Risk Management Coordinator, Larimer County

A Leader Who Builds Systems—and People

Jeff's impact can be quantified through spreadsheets, but the true value lies in the people he's helped develop. His leadership style focuses on education, mentorship, and humility.

He currently serves as President of the Colorado Chapter of PRIMA, has been appointed to the Special Funds Board for Workers' Compensation Self-Insurers by two Colorado governors, and also serves on PRIMA's National Leadership Development Council.

"He's not just a boss—he's a mentor, a coach, and a visionary."
— Kelly Hoskins, Risk Management Coordinator, Larimer County

Colleagues describe him as calm under pressure, empathetic with staff, and fiercely committed to protecting both people and public resources. And they follow his lead—not because they have to, but because they want to.

Strength in Partnership

Although the award bears his name, Jeff is quick to emphasize that success in risk management is shared. "At Larimer County, we have long-term partnerships with TRISTAR, Select Actuarial Services, and [our broker] Arthur J. Gallagher Risk Management Services, and their contributions are key to our success," he says.

“When your service providers understand your business, they become an extension of your department—and help drive success.”

As Larimer County’s third-party administrator since 2002, TRISTAR has collaborated closely with Jeff’s team for years, supporting claims management, developing feedback tools together, and aligning service strategies with long-term results.

“Jeff is one of the most knowledgeable and humble professionals I’ve worked with. He has a remarkable ability to intuitively create space where shared experiences are celebrated, along with lessons learned from failures, fostering a culture of continuous improvement and collaboration.”
— Jessica Desmarais, Director of Sales and Client Services, TRISTAR

Facing Forward: What’s Next for Public Risk?

As Jeff looks ahead, he’s clear-eyed about the challenges the industry faces: aging infrastructure, evolving cyber threats, increasingly complex employment landscapes, and a growing set of public expectations.
What worries him most, though, is workforce readiness.

“We’re at a generational tipping point,” he says. “A lot of institutional knowledge is walking out the door due to retirements in the next 5-10 years.”

If we don’t invest in talent—if we don’t develop the next wave of risk professionals—we’ll inevitably lag in our ability to respond effectively to emerging challenges.

He believes the future of public risk depends on data fluency, collaboration, and agility. Systems must be smarter, communication clearer, and leadership more inclusive than ever before.

And if Larimer County’s track record is any indication, the blueprint for that future already exists — it’s simply a matter of scaling it.

A Well-Earned Honor

Jeff Green’s recognition as National PRIMA’s 2025 Risk Manager of the Year goes beyond just an individual award. It embodies a philosophy that when risk management is rooted in clarity, discipline, and compassion, it becomes a powerful tool in organizational governance.

At TRISTAR, we’re proud to support leaders like Jeff, who show what’s possible when strategy meets service.

Congratulations, Jeff, on your accomplishment!