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Most Admired CEOs: Tom Knox named 2025 Lifetime Achievement Award recipient



Tom Knox is the Philadelphia Business Journal's 2025 Most Admired CEOs Lifetime Achievement honoree.
TOM KNOX



By [Stephanie Arnold](#) – Senior Editor, Philadelphia Business Journal
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Even after a career that spans six decades with stints as Philadelphia's deputy mayor, chairman of the Airport Advisory Board, [mayoral candidate](#), Pennsylvania gubernatorial candidate and CEO of UnitedHealthcare, Thomas J. Knox still considers himself a disruptor in his industry.

Knox has [managed and sold profitable companies](#) in insurance, software and banking while oscillating between leadership roles in the private and public service sectors.

He owned and served as chairman and CEO of Fidelity Insurance Group for five years before negotiating its sale to UnitedHealthcare Inc. in 2004.

After years focused on public service work, Knox in 2015 founded Homestead Smart Health Plans, a reference-based insurance provider.

This year, Knox founded Pinpoint Health Benefits, where he serves as CEO. The company combines referenced-based pricing technology he developed with AI underwriting and quoting making affordable and transparent self-funded health care accessible to small businesses.

For his longevity and accomplishments in both the private and public sector, the Philadelphia Business Journal is recognizing Knox with the 2025 Lifetime Achievement Award as part of the annual Most Admired CEO honors.

“Tom leads with clarity and conviction, he doesn’t need a whiteboard to prove how smart he is. He listens, cuts through the noise and finds real solutions,” former Mayor Ed Rendell wrote in his nomination of Knox.

Knox will be recognized alongside this year’s [32 Most Admired CEO honorees](#). The awards are given annually to recognize local executives who have demonstrated success within their companies and communities. Knox will be profiled in a special edition of the Business Journal and participate in a one-on-one discussion at the black-tie Most Admired CEOs event at Lilah at the Weitzman on Dec. 9

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