

Promotion of Valerie Lewis to Chief Operating Officer

Press Release



[Lehigh Valley] March 2021

BSI Corporate Benefits, LLC (BSI) is excited to announce the promotion of Valerie (Val) Lewis to Chief Operating Officer. This new title of Chief Operating Officer formalizes the employee engagement initiatives, client retention, community involvement, and company processes and procedures that Val has spearheaded during her tenure at BSI.

BSI was founded in 2003 by Agency Principal and Chief Executive Officer, Anthony (Tony) DaRe. Today, BSI is a nationwide employee benefits consulting firm that has the ability to successfully identify, implement, and execute immediate and long-term cost control strategies to effectively manage their clients' healthcare costs. With 98% client retention, and managing over \$500M in healthcare spend, the firm has consistently delivered best-in-class service and financial results for their clients, leading to accolades such as "Best Benefits Consulting Firm," "Fastest-Growing" and "Inc. 5000."

After having a record year in 2020, and being the fastest-growing employee benefits firm in Pennsylvania, BSI is on their way to an even stronger 2021. With extensive experience in employee benefits, creating a positive corporate culture, and advocating for clients on a human and financial level, BSI is recognizing the significant contributions made by Lewis throughout the years in ensuring the team's success both internally and externally. She has worked cross-functionally throughout the firm to ensure positive employee and client experiences; an increased community footprint; and continual process improvement. Val's passion and commitment to client satisfaction and employee success, as well as her long-term connections in the community are true assets to BSI.

Prior to joining BSI, Val worked for Capital BlueCross where she managed major group (500+) clients. With her depth of knowledge in relationship management, she has played an important role in being the go-to resource for many BSI clients and fellow team members. Her relentless commitment to client relationships and delivering value, complement BSI's business model. Val, along with the entire BSI Team, continue to prove that BSI is a leading employee benefits firm, by acting as an extension of their client's human resources department and implementing comprehensive long-term employee benefit strategies that have proven to reduce benefit costs and save lives.

Serving as Chief Operating Officer, Val will provide agency-wide leadership, management and vision, as she helps guide BSI in the execution of growth-focused strategies. She will assume responsibility for internal operations and processes as they relate to day-to-day operations, human resources, administration, and employee development. In addition to fostering a success-oriented, accountable environment within the firm, she will also act towards providing career development for BSI team members. Val is uniquely qualified to drive growth and accountability within BSI. She will be responsible for the alignment of the firm's strategic development and ensuring operational excellence within the firm.

Val has been an integral part of the firm's success and ability to grow responsibly over the past several years. Per Tony DaRe, CEO at BSI, "There is not a better candidate anywhere to assume the role of COO at BSI than Val Lewis. Her passion for our culture, our people, our clients, and our greater community, is second to none."

Val serves on the Lehigh Valley Executive Board for the American Heart Association, Phoebe Institute on Aging Benefit Committee, Miller Keystone Cruise Committee, and the Leukemia & Lymphoma Society Executive Leadership Team. In 2019, Val was part of the LLS Man and Woman of the Year campaign where she and her team, the "Valiant Warriors," raised the most funds for a female in the history of the Lehigh Valley LLS campaign.