



## **Rich Siegenthaler**

*Sales Director*

*U.S. Employee Benefits Broker & Consultant Services*

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Rich Siegenthaler joined U.S. Employee Benefits Broker & Consultant Services, a division of U.S. Employee Benefits Services Group, in March 2023 serving as Sales Director. Throughout his executive career, Rich has held leadership positions with organizations including Westfield Insurance, Integrated Wellness Solutions and MediKeeper, Inc.

Rich began his career serving as an executive over benefits, wellness and employee programs managing all health and welfare for Westfield Insurance. He earned the opportunity to serve as the Ohio Chair for Governor Taft in 2004, leading all of Ohio's Wellness Collaborations, ultimately spearheading "Smoke Free Ohio."

In 2008, Rich partnered with a health insurance broker in Ohio, launching his corporate wellness company, Integrated Wellness Solutions. His company saved his clients millions of dollars by leveraging the performance of their employees' wellness strategies with the carriers to reduce premiums.

After selling his company in 2020, Rich ventured back into the Benefits and Wellness industries working with MediKeeper, Inc., leading its Sales and Broker relations initiatives.

Rich obtained his bachelor's degree in health education with a minor in Population Health from Ashland University. He received his Master's Degree in exercise Science from Ashland University. He resides in Wooster, Ohio with his four children.