



NICK TRANGUCH

VP OF SALES & CLIENT ACQUISITION

As vice president of sales and client acquisition at BSI Corporate Benefits, Nick is responsible for leading and executing the company's strategic growth initiatives across all markets. In conjunction with his role as part of BSI's executive leadership team, Nick leads the firm's sales division, which has achieved record growth since 2016. Since joining BSI, Nick has been instrumental in the development and launch of BSI CORE. Within eighteen months of launching BSI CORE, it became one of the most recognized platforms for controlling healthcare costs and continues to be one of the fastest growing segments of BSI's business.

In 2017, BSI CORE received independent recognition and endorsement from the Lehigh Valley Business Coalition on Healthcare (LVBCH) as the only endorsed platform for mid-market employers.

Nick has spent most of his career in sales leadership in the human capital management sector. Prior to joining BSI, he spent eight years in leadership roles with Automatic Data Processing (ADP), most recently as vice president of sales. He was responsible for accessing and implementing a strategic sales strategy nationally for ADP insurance services, and was accountable for the performance of sales teams focused on risk management for major accounts. Nick currently holds his life, accident, and health licenses with over 50 carriers nationwide.

Nick is a Lehigh Valley native and a graduate of Muhlenberg College with a degree in corporate finance. Nick serves on boards for Phoebe Ministries, Lehigh Valley Chamber, and Emmaus Youth Sports. Nick is based in BSI's Bethlehem office and currently resides in Lower Macungie, PA.