



ANTHONY DARE

CHIEF EXECUTIVE OFFICER

Anthony (Tony) DaRe serves as founder and chief executive officer (CEO) at BSI Corporate Benefits. Tony founded BSI Corporate Benefits in 2003. He serves as the chief negotiator and is tasked with leading the BSI team through current client renewals as well as new client implementation. Prior to founding BSI in 2003, Tony served on the insurance carrier side for eight years – working for both Geisinger Health Plan and the University of Michigan M-Care. During that time, Tony realized his true passion was to serve the needs of employers rather than insurance carriers. With the mission to be an advocate for his clients on both a human and a financial level, he utilized his expertise in group health insurance to successfully establish BSI as one of the top employee benefits consulting firms in the Northeast.

Tony has extensive union experience working directly with over a dozen unions including: The United Auto Workers (UAW); Canadian Auto Workers (CAW); International Brotherhood of Teamsters; Pennsylvania State Education Association (PSEA); Local Union 2433 (AFSCME); Communications Workers of America; IAFF Local 302; and USACOPS.

Tony has redefined the industry by positioning BSI as a consultant rather than a broker or agent. By being integrated with his clients on a daily basis, Tony ensures insurance carriers are accountable for every dollar charged to BSI clients. BSI has consistently delivered six and seven-figure savings as well as best-in-class services to its clients.

Tony graduated from Wilkes University with a degree in business administration and has held his life, accident, and health licenses since 1996 and is licensed with over 50 carriers nationwide.

Tony serves on the board of: Miller-Keystone Blood Center; KidsPeace; Wilkes University Foundation; and Easton State Theatre. Tony is based in BSI's Bethlehem office and currently resides in Easton, PA.