



# VICKY DOULÉ

## SENIOR VICE PRESIDENT

Vicki Doulé serves as senior vice president at BSI Corporate Benefits. She leads BSI's new business and strategic account management teams in achieving key growth and client retention initiatives.

Vicki has over 20 years of experience with Capital BlueCross where she served most recently as vice president of group sales. As Vice President, Vicki led both the account management and new sales initiatives throughout the Lehigh Valley and Central Pennsylvania. She managed a team of 42 employees, covering the small, large, and major account markets. She was responsible for the retention and growth of a block of business of over 500,000 members.

Vicki was instrumental in earning Capital BlueCross the "preferred partner" designation from LVBCH in 2013. She directly managed the block of business that had grown to 42 customers, 43,000 employees, 93,000 members, representing a medical claim spend of \$416 million. During her time at Capital BlueCross, Vicki managed the key accounts such as Air Products, PPL, Crayola, Victaulic and B Braun.

Vicki is very active in the Lehigh Valley community. She is passionate about the arts and currently serves as vice chair of the ArtsQuest Board of Trustees and chairs ArtsQuest's Governance Committee. In addition, Vicki is a member of the KidsPeace Board of Associates and also serves on Via's Board of Trustees. She is also a member of the Lehigh Valley Business Coalition on Healthcare Education Committee.

Vicki was recently honored as one of the 2019 Lehigh Valley Business 25 Women of Influence. This award honors women business leaders for their contributions to the Greater Lehigh Valley in their companies, industries and communities.

In 2013, Vicki completed a successful Leukemia & Lymphoma Society (LLS) Woman of the Year campaign that raised \$30,000 for LLS. She currently serves on the LLS Man/Woman of the Year Leadership Committee. She is a graduate of Bloomsburg University with a degree in marketing. Vicki is based in BSI's Bethlehem office and currently resides in Nazareth, PA.