



*L*YNN ZEINER  
ACCOUNT DIRECTOR

Lynn Zeiner serves as account director at BSI Corporate Benefits, working closely with clients to ensure their employee health and disability benefits are the best in value and coverage for their employees. Lynn has over 19 years of multi-faceted experience in the industry. As an account director at BSI, Lynn serves as the lead on several accounts, applying her experience to help clients and their employees understand their benefits in addition to providing day-to-day support. In close collaboration with BSI's actuarial department, Lynn summarizes different plan options and recommends customized solutions to address each client's benefit needs. Lynn meets with her clients to review claims reports, utilization reports, employee engagement strategy and execution, wellness program effectiveness, as well as overall benefits program strategy.

Lynn manages the complete rollout process for all ancillary benefit programs to groups and their employees (employer paid and voluntary), including but not limited to: life, voluntary life, long-term disability and short-term. She facilitates on-site meetings at all necessary locations and conducts live webinars to guarantee benefits are explained to all employees and dependents for all necessary shifts.

Prior to joining BSI, Lynn was a business manager and was responsible for managing human resource and business accounting-related tasks including employee relations, employee benefits, payroll, direct hire and contract recruiting, employee on-boarding and legal compliance by monitoring and implementing applicable human resource federal and state requirements.

In 2016, she was named a Lehigh Valley Business Forty Under 40 Honoree.

Lynn is based in BSI's Bethlehem office and currently resides in Center Valley, PA.