



VICKI DOULÉ

SENIOR VICE PRESIDENT

Vicki Doulé serves as Senior Vice President at BSI Corporate Benefits. She leads BSI's strategic account management teams in achieving key growth and client retention initiatives.

Prior to joining BSI, Vicki worked at Capital BlueCross for 24 years 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 500,000 members. Vicki was instrumental in earning Capital BlueCross the "preferred partner" designation from LVBCB 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 following key accounts: 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 Chair of the ArtsQuest Board of Trustees. Vicki is a member of the United Way Tocqueville Member Advisory Cabinet and also serves on Via's Board of Trustees. She is a member of the Lehigh Valley Business Coalition on Healthcare Wellness & Education Committee. Vicki was honored to be named the Bethlehem YWCA's 2021 Golden Laurel, an award that honors Lehigh Valley women whose outstanding service and contributions benefit the Bethlehem community through philanthropy, volunteerism and advocacy. Vicki was also named a 2019 Woman of Influence by Lehigh Valley Business. 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 and served on the LLS Man/Woman of the Year Leadership Committee for 8 years. Vicki is a member of the Lehigh Valley Multiple Sclerosis Class of 2010 and a 1998 graduate of Leadership Lehigh Valley. She is a graduate of Bloomsburg University with a degree in marketing.