



**Holly Newcomer, CEBS, SHRM-CP**

**Senior Customer Consultant  
Blue Cross Blue Shield of Michigan  
Perrysburg, Ohio**

With over four years of experience as a senior customer consultant at Blue Cross Blue Shield of Michigan, a nonprofit mutual insurance company, Holly is a trusted advisor for employee benefit compensation plans and cost drivers. She holds a bachelor of education degree from the University of Toledo, and she is a licensed insurance agent in Ohio, Michigan, and Indiana to sell life, accident and health, property, and casualty insurance. She also has the Group Benefits Associate (GBA), Retirement Plans Associate (RPA) and Certified Employee Benefits Specialist® (CEBS®) designations from the International Foundation of Employee Benefit Plans, and she is SHRM-CP certified. Holly provides solutions for her clients through data-supported decision analysis, leveraging her skills in benefit consulting, national strategy, new business sales, member engagement, analytics, compliance, experience rating, flexible spending accounts, funding options, HSA, HRA, employee enrollment and presentation, plan document review, and ancillary coverage options. She is passionate about helping employers and employees navigate the complex and ever-changing landscape of health care and wellness. She is also an active member of the Northwest Ohio Human Resource Association, where she serves as president-elect.