



Troy Reichert, MBA, is the Chief Revenue Officer of Coral, LLC, a technology company helping employers, TPA's and Healthcare Providers streamline and manage their processes to reduce expenses and improve patient outcomes. In this role, he directs

sales, marketing and customer service to bring a creative, holistic, and global approach to employee benefits. He holds a BA degree from Wheaton College and an MBA from Vanderbilt University's Owen School of Management. Troy is a multiple-year recipient of the GAMA Leadership Award. An effective leader and public speaker, he has traveled around the country working with clients, developing creative solutions, and talking to groups about change management. Troy's passion for motivation, leadership, and education runs deep, extending well beyond work and career. He has been a volunteer with Junior Achievement teaching students about work readiness, entrepreneurship, and financial literacy and has also been an active coach in Little League and high school sports. He is an avid outdoorsman, photographer, and writer. Troy

and his wife, Tami have been married for more than thirty years and have a daughter, three sons, and two grandchildren.