

BIOGRAPHY

Patricia Reimer Regional Director **Sterling Administration**

Patti Reimer has been with Sterling for 8 years, and most recently was a very successful Corporate Trainer, serving hundreds of clients in California, Texas and Nevada while also coaching Sterling employees and broker partners. Reimer is an expert in all of Sterling's products and processes. In her current role as Regional Director, she is charged with new business development of Sterling's HSA, HRA, FSA, POP, COBRA and Compliance products, primarily through benefits brokers and general agents.



Having served as Sterling's Customer Service Manager, Account Management Team Lead, Corporate Trainer and most recently in her current role as Regional Director has given Reimer a unique, rounded understanding of the CDHP industry from the perspective of account holders, employers and broker partners. Her true passion is education, compliance and business development.

Sterling Administration is a leading administrator of HSA, HRA, FSA, POP, ERISA and COBRA.