



## Michael W. Levin

Co-Founder and CEO

Michael W. Levin is the co-founder and CEO of Vericred, the first end-to-end quoting, enrollment and member management API platform for health insurance and employee benefits. By simplifying the exchange of data between carriers and technology companies, Vericred is enabling the digital transformation of the health insurance and employee benefits industry.

Based in New York and backed by leading investors, Vericred offers robust solutions for the employer market, as well as the under 65 individual, Medicaid and Medicare markets. The company has cultivated several accolades, including being named a Top Innovator on the Global InsurTech 100 list, consecutively in 2018 and 2019.

Mr. Levin identified the problem that Vericred was founded to solve while he served as Chief Operating Officer for Affiliates Risk Management Services (ARMS), an insurance, risk management and e-learning services provider for healthcare professionals.

Prior to ARMS, Mr. Levin disrupted the color printer supply business with the first company he founded, Media Sciences. Media Sciences created a new market category and contributed many firsts to the printer supply market including the first free color printer program. After a decade of growing the company to a peak NASDAQ market cap of \$80 million the company was split in two and sold to Xerox and Katun, a private equity-owned printer and copier parts and supply business.

Mr. Levin received his Bachelor of Science in Mechanical Engineering (BSME) degree from Lehigh University. He and his wife Nancy have four sons and live in Saddle River, N.J.