



Michael W. Levin

Co-Founder and CEO

Michael W. Levin is the co-founder and CEO of Vericred. The Vericred platform is the infrastructure (the ‘pipes’) powering the digital quote-to-card experience in the health insurance and employee benefits industry. The company connects InsurTech companies and insurance carriers through a suite of APIs that transform the speed, reliability and efficiency of delivering health insurance and employee benefits to consumers everywhere.

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, 2019 and 2020.

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 New Jersey.