



**Chrystine M. Heier, CEBS,
Benefits**

LIA, President, Sullivan

Chrystine Heier brings over 35 years of experience in the employee benefits industry, with a proven track record of successfully managing complex accounts across the middle market. As Co-founder and now President of Sullivan Benefits, Chrystine has consistently delivered innovative strategies designed to enhance employee engagement, increase benefits value perception, and provide greater transparency and control over rising plan costs.

Her diverse background includes leadership roles in underwriting, benefits consulting, and large account management, which enables her to bring a comprehensive, solution-oriented perspective to her clients. Prior to launching Sullivan Benefits, Chrystine served as Vice President and Manager of Employee Benefit Services for Marsh USA's Boston Operations.

At Sullivan Benefits, Chrystine leads a team of dedicated benefits professionals and sets the strategic direction for delivering outstanding client service. She is known for developing forward-thinking solutions that not only meet regulatory requirements but also align with each organization's goals and culture.

Education & Professional Designations

Chrystine holds a Bachelor of Business Administration in Management from the Isenberg School of Management at the University of Massachusetts Amherst. She is a Certified Employee Benefit Specialist (CEBS), a Licensed Insurance Advisor, and a Licensed Life & Accident Broker in the Commonwealth of Massachusetts.

Professional Affiliations

Chrystine is an active member of the International Foundation of Employee Benefit Plans (IFEBP), the International Society of CEBS (ISCEBS), the National Association of Benefits Insurance Professionals (NABIP), the New England Employee Benefits Council (where she also serves as a speaker), the Boston Business Journal Leadership Trust, and is a past president of the Greater Boston Chapter of ISCEBS.