Brad Fleiss, CIC

West Region President, Employee Benefits Practice Leader



Brad Fleiss is the Employee Benefits Practice Leader for the West Region of USI Insurance Services. In this role, Brad leads business development, client service and cross-collaboration strategies for USI's insurance operations. His responsibilities also include fostering continued business growth, developing a superior client experience, building on cross collaboration initiatives, streamlining business processes, and creating a team-based culture.

Brad has over 30 years of experience in the Property and Casualty and Employee Benefits field. His areas of experience include sales, leadership, benefits strategy, underwriting, workers compensation and product development. Prior to USI Insurance Services, Brad was the Market Sales Leader with Mercer for California, Nevada, and Hawaii. In this role he was responsible for management, strategy, long-term planning, and distribution channels for new sales across Health and Benefits, Human Capital Strategies and Retirement planning.

Throughout his Employee Benefits career, Brad has worked with all size employers ranging from mid- to large-sized companies and public entities. His areas of expertise within Benefits Consulting include strategy development, alternate funding, network evaluation, clinical health and wellness strategies, technology solutions, and consumer directed plan designs.

Brad earned his B.S. from the Colorado State University. In addition, he holds his Certified Insurance Counselor designation.

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CA DOI # 0C54662 | 0G11911
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