



## **Bryan Coon**

*Senior Director of Sales & Business Development*

*U.S. Employee Benefits Services Group*

---

Bryan Coon joined the Rochester, NY, U.S. Employee Benefits Services Group office in November 2022 as the Senior Director of Sales and Business Development. He is accountable for the strategy and overall growth of the New York State market. Bryan brings extensive growth and leadership experience within the employee benefits industry to this leadership position.

Most recently, Bryan was part of the Executive Leadership Team at Benefit Resource, LLC (BRI) where he served as the Vice President of Client Services. He was responsible for providing strategic direction and leadership of the Client Service organization including operations, service delivery, and relationship management.

Prior to that, Bryan served as the Director of Account Management for BRI where he was accountable for client retention and new business expansion. He also gained vast experience in group insurance and payroll during his time at Paychex where he held increasingly senior leadership positions culminating as a District Sales Manager.

Bryan graduated from Nazareth College with a Bachelor of Science in Business Administration. He holds a New York State Life, Accident and Health Insurance License and is also Certified in Flexible Compensation.

bcoon@usebsg.com  
(585) 270-5761  
One South Clinton Ave.  
Suite #1030  
Rochester, NY 14604

A member of U.S. Retirement & Benefits Partners

[www.usrbpartners.com](http://www.usrbpartners.com) | [www.usebsg.com](http://www.usebsg.com)