



Ryan Rich

Managing Director

U.S. Enrollment Services

Ryan began his career in the benefits enrollment industry with the Vining Rich Group (VRG) in the late 1990s. His area of specialization includes working in the large case market to identify, implement, and integrate voluntary benefits technology solutions across all enrollment processes. After the VRG acquisition by BenTec Workplace Solutions in 2008, Ryan took over as Division President of the Central Florida market, and was responsible for cases in the mid to large market sector. In this role, Ryan also worked closely with many of the divisions to provide best practice enrollment solutions for clients nationwide.

BenTec was acquired by U.S. Retirement & Benefits Partners (USRBP) in July 2018 and subsequently rebranded to U.S. Enrollment Services. Ryan assumed the position of Managing Director of USRBP's benefits division, U.S. Employee Benefits Services Group.

Ryan lives in Orlando, FL with his wife and two children. Outside of work, he enjoys being on the water, in the woods, and following University of Florida athletics.