

About Jennifer Bickel

Jennifer Bickel began her career in Corporate Wellness as a Benefits Manager for a large organization in the Legal Industry. During a time of rapid organizational growth, she was responsible for overseeing benefits administration, implementing creative cost containment programs to maintain a competitive benefits package, and driving change through wellness and philanthropy initiatives. After 9 years of effectively fulfilling this role, she embraced the opportunity to expand her reach and focus on her passion to promote healthy living on a larger scale. She then spent 6 years developing best practices to successfully drive engagement which led to positive health outcomes among a diverse book of business at Humana.

Now with Vitality, Jennifer collaborates with Benefit Consultants and HR Leadership teams to establish motivational health and well-being solutions tailored around unique organizational goals, to inspire a happy, healthy and productive workforce. She is also an active member of the Steering Committee for the Wellness Council of Tampa Bay.

Originally from Rochester, NY, Jennifer holds a Bachelor of Science in Communications from SUNY Brockport. In addition, she earned her Professional in Human Resources (PHR) designation from the HR Certification Institute as well as certifications from the National Wellness Institute & WELCOA.