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Mike Reha is Vice President of Strategic Partnership and Growth for Eargo/LXE Hearing, responsible for directing strategic customer relationships, product development, and marketing initiative for LXE Hearing. Prior to joining Eargo, he spent more than 25 years in the Hearing and Group Medicare Industry. Mike holds the CEBS designation, is CEBS Compliant and an active member of ISCEBS and the International Foundation. He has chaired the Symposium Education committee, written for *Benefits Quarterly* and *Benefits Magazine* and is a board member of the Los Angeles chapter of ISCEBS. He holds a Bachelor of Science degree in business administration from the University of St. Thomas in Minnesota.