

# Who We Are: The Story Behind Bnchmrk

Meet the team, mission, and vision powering the leading benefits benchmarking platform

## | The Independent Source for Benefits Intelligence

Founded in 2016, Bnchmrk was built to solve a simple problem: benefits professionals needed better data to make faster, smarter decisions. No more recycled spreadsheets, no more guessing games.

## | Our Story

Bnchmrk is a data-first company — not a lead generation platform, broker marketplace, or carrier subsidiary. We've built the most comprehensive benefits database in the industry and we've never sold access to anyone else.

Our proprietary data warehouse tracks over 67,000 validated benefit plans across the U.S., generating 15+ million verified data points that power instant benchmarking for consultants and HR teams nationwide.

This independence isn't just philosophical — it's practical. When your benchmarks aren't influenced by carrier relationships or lead generation goals, you can trust the data to guide your most important decisions.

## | What Drives Us

### **Data Integrity First**

Every data point is validated. No scraped data, no shortcuts, no compromises on accuracy. Every plan is manually validated and verified by our data team.

### **Built for Professionals**

Designed by consultants who understand the real challenges of managing benefit plans and benchmarking. We know what you need because we've been there.

### **Independent & Unbiased**

We don't sell leads, represent carriers, or have conflicts of interest. Just clean, reliable data with no carrier or broker influence.

## Constantly Evolving

We ship new features monthly based on user feedback and changing industry needs. Real-time data updates, not outdated annual survey reports.

## Our Mission

To empower benefits professionals with clear, reliable benchmarking so they can lead smarter, faster conversations with clients, colleagues, and leadership.

**The Impact:** Over 25,000 consultants trust Bnchmrk for client benchmarking across all 50 states & DC.

## Where We're Going

Benchmarking isn't a starting point — it's our foundation and our future. We're doubling down on building the most comprehensive, accurate, and insightful benchmarking platform in the industry.

That means growing the dataset, adding new datapoints, refining our methodology, and delivering new features and reports — all without adding complexity for our users. Everything continues to run on the same clean, structured data engine at the heart of Bnchmrk.

## Meet the Leadership Team

### Andrew Kimmel - Founder & CEO

Former benefits consultant who saw the need for better benchmarking tools. Led analytics at NFP, a national benefits consulting firm, before founding Bnchmrk in 2016.

- 16+ years in benefits consulting and fintech
- Built Bnchmrk from firsthand experience with data challenges
- Focused on maintaining independence and data quality

### Sarah Lynch - Head of Client Growth

Brings 15+ years of experience across carriers, consultants, and HR tech. Led customer success at NFP and Mutual of Omaha before joining Bnchmrk to make consultants' lives easier.

- 15+ years in customer success and benefits

- Deep understanding of consultant workflows
- Champion of user-focused product development

## Bill Katsak - Head of Engineering

Architects the systems that power Bnchmrk's data engine. CTO with deep experience building scalable infrastructure, distributed systems, and secure, high-performance platforms.

- 20+ years in data architecture and startup leadership
- Expert in building secure, scalable data platforms
- Ensures platform reliability and performance

## Why Independence Matters

- **Zero Scraped Data:** Every plan is manually validated and verified
- **No Conflicts of Interest:** Independent benchmarks with no carrier or broker influence
- **Always Up-to-Date:** Real-time data updates, not outdated annual survey reports
- **Focused Mission:** We do one thing exceptionally well: benchmarking

## Ready to Experience the Difference?

Join thousands of benefits professionals who trust Bnchmrk for data-driven insights. See why consultants and HR teams choose us for their most important benchmarking decisions.

Contact us at [sales@bnchmrk.com](mailto:sales@bnchmrk.com) or call (800) 215-2916 to learn more.

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