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Rupa Patel is the Vice President of Strategic Alliances and Consulting Relations at Cleo, the first global family benefits platform to support every stage of parenting and caregiving, pioneering the next generation of family-centered care. Prior to her current role at Cleo, Rupa also led enterprise sales efforts on the east coast; she also continues to lead Cleo's partnership channels, which includes resellers, partners, and health plan channels. A veteran in the healthcare benefits space, Rupa held national sales and strategic account management positions in the healthcare finance space at Businessolver and HealthEquity, where she spent 10 years working with jumbo clients to evaluate and implement impactful consumer driven health plans and accounts. Rupa began her career in the wellness space as a national account manager at AllOne Health Management Solutions and AllOne Mobile, wholly-owned subsidiaries of BlueCross of Northeastern Pennsylvania. Residing in Bethesda, Maryland with her husband and two daughters, Rupa is an active member of the ALS Association. Rupa holds a bachelor's degree in Biological Sciences and a minor in Political Science from The University of Georgia as well as both a Masters in Public Health and a Masters in Business Administration from The University of Alabama at Birmingham.