



Aileen Palmer

Head of Customer Operations
Benepass

Aileen Palmer is a seasoned leader in the health and benefits space, with deep expertise spanning employee benefits, wellness, and global health. She currently serves as Head of Customer Operations at Benepass, a modern benefits platform transforming how companies deliver and manage flexible, global benefits. In this role, Aileen oversees the full customer lifecycle—from implementation to long-term support—ensuring a seamless and strategic experience for employers and their employees.

Aileen leads the teams responsible for designing and executing operational processes that maximize client satisfaction and drive long-term success. She works closely with employers to align Benepass's innovative benefits offerings with each organization's goals, helping them build tailored programs that meet the evolving needs of their workforces. Her passion for operational excellence and deep understanding of the benefits ecosystem make her a key advisor to companies navigating the complexities of modern employee benefits.

Prior to joining Benepass, Aileen held senior roles at leading health and wellness companies. At BetterUp, she led technical program management efforts to expand platform offerings globally, and at Modern Age, she played a pivotal role in operations during the company's early growth, helping launch their digital and in-person healthcare offerings. She also spent several years at Collective Health, where she helped scale product and operations functions, supporting large employers in delivering integrated healthcare benefits.

Earlier in her career, Aileen worked in global health and development at organizations including the World Food Programme, Results for Development, and the Centers for Disease Control and Prevention, focusing on nutrition, maternal health, and data-driven

program design. She holds a Master of Public Health from the Harvard T.H. Chan School of Public Health and a B.A. from the University of Pennsylvania.

With a rare combination of startup operations experience, customer success leadership, and public health expertise, Aileen brings a strategic and human-centered perspective to the future of benefits