

**TITLE** | Client Education Specialist

**ABOUT** | Mr. Viel joined BSM in 2019 and is located in Incline Village, Nev.  
Prior to joining BSM, he spent 13 years working as a senior product manager for several software companies within the travel and tourism industries.

**AREAS OF EXPERTISE** | In his current role, Mr. Viel provides customer support to valued BSM customers. His primary responsibilities include:

- ✓ Supporting customer-facing programs, products, and services
- ✓ Managing customer outreach
- ✓ Overseeing client certification initiatives
- ✓ Enhancing program utilization through practice and applicant engagement
- ✓ Assisting with membership renewals
- ✓ Analyzing membership data and analytics to improve the customer experience



**DID YOU KNOW?** | Dane loves to travel and has lived in South America and Europe. To date, he has visited more than 20 countries.