



Kansas City

Ron Rowe

Senior Vice President, Sales and Marketing

Blue Cross and Blue Shield of Kansas City (Blue KC)

Ron Rowe is the Senior Vice President of Sales and Marketing for Blue Cross and Blue Shield of Kansas City (Blue KC). In his 20 years with the company, Ron has overseen various advertising, sales, and product development initiatives.

In his current role, Ron is responsible for overseeing the company's membership and revenue growth of all market segments – totaling nearly \$2.5 billion in annual revenue. Ron also oversees the company's underwriting and market solutions departments.

Prior to joining Blue KC, Ron held leadership positions across other areas of the healthcare space. He served as the CEO of six specialty hospitals and worked with political committees on Healthcare Reform during the Clinton Administration. Prior to that, Ron served in the U.S. Army on active duty for eight years working in the medical corps.

Ron continues to be actively dedicated in national and local healthcare reform initiatives. He previously served as the chairman of the Blue KC's Healthcare Reform Product and Pricing subcommittee, and plays an active role as a member of the Blue KC Healthcare Reform Task Force Oversight Committee. Within the Kansas City community, he serves as the president of the West Platte R2 Board of Education.

Ron earned a Bachelor of Science in Management and Accounting from Park University.

We will use our role as the area's leading health insurer to provide affordable access to healthcare and to improve the health and wellness of our members.



PROFESSIONAL AFFILIATIONS

President

West Platte R2 Board of Education

Member

Blue KC Healthcare Reform Task Force Oversight Committee

Past Chairman

Blue KC Health Care Reform Produce and Pricing Sub-Committee

EDUCATION

Bachelor of Science, Management and Accounting, Park University

To schedule an interview with Ron Rowe or for more information, contact:

MEDIA CONTACT

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