



# Kansas City

## Jason Spacek

*Vice President, Chief Innovation Officer*

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

Jason Spacek is the Vice President and Chief Innovation Officer at Blue Cross and Blue Shield of Kansas City (Blue KC). He is responsible for leading company-wide innovation and corporate strategy. In this role, Jason led the concepting and initial development of Spira Care, an innovative health insurance offering with a primary care clinic experience.

Jason previously held a number of positions within Blue KC, including Department Vice President of Channel Marketing and Wellness Strategy and Director of Consumerism and Retail Marketing. In his career at Blue KC, he's driven meaningful programs around segmentation, retail strategy, consumer sales portal, and customer experience strategy.

Prior to joining Blue KC, he spent 12 years in telecommunications, with roles including Group Manager of Data Product Management at CenturyLink and Marketing Segmentation Manager at EMBARQ.

Jason received his Bachelor of Science in Business Administration from the University of Missouri-Columbia.

*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.*



### EDUCATION

Bachelor of Science, Business Administration,  
University of Missouri-Columbia

To schedule an interview with Jason Spacek or for more information, contact:

### MEDIA CONTACT

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