



# Kansas City

## Jenny L. Housley, CEBS

Senior Vice President and Chief Marketing Officer

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

Jenny Housley is the Senior Vice President and Chief Marketing Officer at Blue Cross and Blue Shield of Kansas City (Blue KC). In her current role, Jenny oversees the Medicare, Small Group, Mid-Market and Large Group sales teams, the sales operations team, commercial product development and customer experience. Jenny is responsible for the retention of key customers and strategic oversight of the **company's** new business development.

Jenny has dedicated more than two decades of her career to the employee benefits consulting field. Prior to joining Blue KC, she held multiple leadership roles at Lockton Companies including Executive Vice President, Producer where she was responsible for new business acquisition and retention of existing clients. Jenny was heavily involved in guiding the **overall strategic direction of her clients' benefit programs**. Jenny also served as a member of the **company's Kansas City Employee Benefits Executive Committee**.

A respected leader in the industry, Jenny was recognized as one of *Business Insurance Magazine's*, **"Women to Watch"** in 2009 for her achievements. Outside of Blue KC, Jenny is active across numerous civic engagements in the Kansas City community and currently participates as a board member of Starlight Theatre and Kansas City Area Development Council and serves on the Shawnee Mission East Fund Grant Committee. She is also involved in the Kansas City **Chamber of Commerce's Executive Women's Leadership Council**. Jenny previously served on the Greater Kansas City YMCA Board of Directors and the Community LINC Board of Directors.

Jenny earned a Bachelor of Arts in Business Communications from University of Kansas. She is a Certified Employee Benefits Specialist (CEBS).

*To provide affordable access to healthcare  
and to improve the health of our members.*



### PROFESSIONAL AFFILIATIONS

#### Certification

Certified Employee Benefits Specialist

#### Member

Starlight Theatre Board of Directors

#### Member

Kansas City Area Development Council Board of Directors

#### Member

Executive Women's Leadership Council

#### Member

Shawnee Mission East Fund Grant Committee

#### Past Member

Greater Kansas City YMCA Board of Directors

#### Past Member

Community LINC Board of Directors

### EDUCATION

Bachelor of Arts, Business Communications,  
University of Kansas

To schedule an interview with Jenny Housley or  
for more information, contact:

#### MEDIA CONTACT

Kelly Cannon, Corporate Communications  
(816) 395-3711  
Kelly.Cannon@BlueKC.com