



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 at Blue Cross and Blue Shield of Kansas City (Blue KC). In more than 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 more than \$3 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. Ron is also a member of Cobalt Ventures Board of Directors and BCS Financial Marketing Advisory Board. 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.

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



PROFESSIONAL AFFILIATIONS

President

West Platte R2 Board of Education

Member

Blue KC Healthcare Reform Task Force Oversight Committee

Member

Cobalt Ventures Board of Directors

Member

BCS Financial Marketing Advisory Board

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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