



# 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 Theater, Kansas City Area Development Council and The Civic Council of Greater Kansas City. She is also a member of the Greater Kansas City Chamber of Commerce's Executive Women's Leadership Council. Jenny also previously served on the Community LINC Board of Directors.

Jenny earned a Bachelor of Arts in Business Communications from the 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

The Civic Council of Greater Kansas City Board of Directors

#### Member

Executive Women's Leadership Council

#### 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

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