



MARK RUSZCZYK

**Vice President,
Marketing, Sales, and Business Development
Kaiser Permanente of the Mid-Atlantic States**

Mark Ruszczyk is currently the Vice President of Marketing, Sales and Business Development for Kaiser Foundation Health Plan of the Mid-Atlantic States. In this role, he oversees market strategy, sales, account management, product management, sales operations, Medicare and underwriting, in the Maryland, Washington, D.C., and Northern Virginia markets.

Most recently, Mark was the Staff Vice President in the Individual segment for WellPoint Inc – a BlueCross BlueShield

licensee in 14 states. Mark was responsible for improving sales and profitability in each market.

Prior to his time at Wellpoint, Mark worked for another Blue Cross BlueShield company. Mark was the Senior Vice President of Marketing and Sales at Excellus BlueCross BlueShield – a regional BCBS plan in Upstate New York with nearly 2 million members and over 5 billion in revenue. Mark spent 8 years at Excellus and was responsible for all field operations for five regions – comprising of 10 local markets, nearly 1.6 million members, 5 billion in revenue as well as all segments of the business – commercial, individual and senior as well.

Prior to coming to BlueCross BlueShield, Mark spent 10 years at Aetna – his last position was the Vice President of Sales for Aetna Inc.'s Ohio Region as well as parts of Northern Kentucky and SE Indiana. Being appointed to this position in January 2002, he had responsibility for all field operations including sales, marketing, enrollment and underwriting for approximately 1 million members.

Mark holds a Master of Business Administration from Cornell University and a Bachelor of Science degree in Health Systems Management from the University of Connecticut.