



John Roos is the Senior Vice President and Chief Sales and Marketing Officer for Blue Cross and Blue Shield of North Carolina. In this capacity, he has responsibility for sales in the individual, group, and diversified market segments, along with advertising, brand management, market research and product development. In addition, Roos has responsibility for the company's Web Office. He joined the company in September 1998.

Roos was formerly Senior Vice President of Sales and Marketing for CIGNA Carolinas in Raleigh. Previously, he was the Chief Marketing Officer for Healthsource Inc., a publicly traded company based in New Hampshire. Earlier, he was with Healthsource North Carolina and Carolinas Physicians Health Plan.

Roos currently serves on the advisory boards of the Brantley Risk and Insurance Center and the Walker College of Business at Appalachian State University. He also serves on the Consortium Health Plans board of directors and is chairman of the Jimmy V Celebrity Golf Classic board of directors.

Roos earned a Bachelor of Science degree from Appalachian State University majoring in media advertising.