

Catherine A. Kelly
Vice President of Public Affairs, Signature Programs
Blue Cross and Blue Shield of Florida

Catherine A. Kelly is Vice President of Public Affairs, Signature Programs for Blue Cross and Blue Shield of Florida. In this role, Kelly designs and leads company wide programs that protect and enhance Blue Cross and Blue Shield of Florida's unique role in advancing the health and well-being of Florida's citizens.

Since joining the company in 1984, Kelly has held senior executive positions in New Business Development, National Business, Human Resources, and Marketing and Public Affairs. Kelly has a successful record of building effective working relationships with diverse constituent groups and enhancing confidence and trust in the company. Prior to joining BCBSF, Kelly served as staff to the Michigan Senate Majority Leader and Chairman of the Michigan Senate Labor Committee.

Kelly holds a Master's degree in Communication from Michigan State University and a Bachelor's degree in Journalism from the University of Kansas. She has completed executive education programs at Northwestern University's Kellogg School of Business and the University of Michigan Business School.

Kelly serves on the state boards of the March of Dimes, Communities in Schools and the Foundation for Florida's Community Colleges. Recently, she was appointed to the Board of Trustees for the University of West Florida. She is a former board member of the Northeast Florida chapter of the American Red Cross and the state board of P.A.C.E. Her community involvement also includes participation on Florida's Career Education Task Force. Recommendations made by the task force provided input for the SUCCEED Florida Grant program, created by the 2005 Florida Legislature. Grants to public and private secondary and post-secondary institutions were awarded to build capacity for the state's most critical workforce needs.

Kelly and her husband, Terry, are the parents of two sons and are active boosters of youth lacrosse, in-line hockey and soccer.