

**Curriculum Vitae of
J. DARREN RODGERS**

Senior Vice President and Chief Marketing Officer
Health Care Service Corporation

Darren Rodgers is responsible for marketing for all business segments for Health Care Service Corporation which operates Blue Cross and Blue Shield plans in Illinois, Montana, New Mexico, Oklahoma and Texas.

Prior to assuming this position in 2012, he was president of the Texas Division (Blue Cross and Blue Shield of Texas) and Southwest Region. Previously, he served as divisional senior vice president of Texas Health Care Management.

He earned a bachelor's degree from the University of Georgia, a master's degree from Duke University, an M.B.A. from Tulane University and a master's degree in dispute resolution from Southern Methodist University.