

Sheldon Kenton Appointed President and CEO

December 5, 2018 (King of Prussia, PA) – GeoBlue, the leader in international healthcare, announces the appointment of Sheldon Kenton as President and Chief Executive Officer. According to the Board of Directors the position was effective December 1, 2018.

Alan Krigstein, Chairman of the Board of Directors of GeoBlue said: “The Board is excited to have Sheldon join GeoBlue. His unmatched passion and knowledge of the IPMI industry makes him the ideal leader to help GeoBlue become the leading provider of IPMI globally”.

Kenton brings his extensive healthcare experience to GeoBlue having served on its board. For the past two years, Kenton has been Managing Director for Bupa Global, the international health insurance arm of Bupa. Prior to joining Bupa Global in 2015, Sheldon spent 18 years in leadership roles at Cigna, five of which were as Chief Commercial Officer for Cigna Global Health Benefits (CGHB) North America, where he also oversaw its global sales and client management operations.

As Chief Executive, Sheldon will continue to guide strategic direction and collaboration between Blue Cross Blue Shield and Bupa, leveraging his sought-after experience in international private medical insurance (IPMI) to ensure a seamless experience for customers and brokers worldwide.

As a leader in international healthcare, GeoBlue is a licensee of the Blue Cross and Blue Shield Association (BCBSA), whose licensees are domestically and internationally regarded as leaders in healthcare coverage and whose products and services are strategically designed to meet the specific needs of mobile employees and individuals. GeoBlue markets and sells a suite of Blue Cross Blue Shield Global products for international travelers, students and expats enabling members to live, work and travel around the world with access to quality healthcare providers.

Sheldon Kenton, President and CEO of GeoBlue said: “I am excited to join GeoBlue and be at the forefront of driving rapid international growth across markets. Our focus on expanding and enhancing one of the largest healthcare provider networks in the world, that comes from joining Blue Cross and Blue Shield with Bupa will enable us to provide IPMI customers with truly global cover.

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About GeoBlue

GeoBlue is the trade name for the international health insurance programs of Worldwide Insurance Services, an independent licensee of the Blue Cross and Blue Shield Association. For the past 20 years, GeoBlue has been dedicated to simplifying the international healthcare experience for the globally mobile. GeoBlue offers a range of solutions, covering the needs of the globally mobile for short trips and long-term assignments including group, individual and student international health insurance plans. For more information about GeoBlue visit <https://about.geo-blue.com>.

About Blue Cross Blue Shield Association

The Blue Cross and Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through [The Health of America Report](#) series and the national [BCBS Health Indexsm](#). For more information on BCBSA and its member companies, please visit BCBS.com. We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#).

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