

Laura Jackson

PROFESSIONAL EXPERIENCE

Wellmark Blue Cross Blue Shield

Des Moines, IA
Executive Vice President

September 2009–Present

Responsibilities & Accomplishments

- Responsible for the management and reimbursement of the provider network, pharmacy, health and care management, including wellness, and sustainability
- Responsible for leading the Healthiest State Initiative and the corresponding Blue Zones Project, a business-led, government-endorsed statewide initiative, the goal of which is for Iowa to become the healthiest state in the nation within five years (by 2016)
- As of January 2013, responsible for sales, marketing and corporate and marketing communications, including development of and sales of Wellmark products (Individual, Small Group, Large Group), as well as the integrated communication strategies to enhance corporate brands and educate and educate key audiences about products, services and initiatives.

Wellmark Blue Cross Blue Shield

Des Moines, IA
Senior Vice President, Human Resources

July 2002–September 2009

Responsibilities & Accomplishments

- Responsible for the HR department of \$5 billion dollar health insurance company which includes all aspects of HR, wellness, and HR employee communication
- Transformed the department from an administrative support function to a strategic partner for the business
- Major accomplishments include benefit redesign to support the changing demographics, development and implementation of a comprehensive leadership development program and relevant employee development companion courses, creation of the first Wellmark Inclusion Council, further development of an HR Business Partner model to deliver strategic decision support consulting services, redesign of the employee relations model to minimize risk and improve consistency, and improved overall HR service level to the organization

Principal Financial Group

Des Moines, IA

November 1997-June 2002

2nd Vice President, Human Resources
Director of Human Resources
Human Resources Officer
Senior Human Resource Generalist
Human Resources Generalist

July 2001-June 2002
January 2000-July 2001
March 1999-January 2000
June 1998-March 1999
November 1997-June 1998

Professional Property Management, Inc.

West Des Moines, IA
Vice President of Human Resources

1995-1997

Younkers, Inc.

Des Moines, IA
Manager of Human Resource Development

1994-1995

Michael Baker, Jr., Inc.

Alexandria, VA

1993-1994

Short Brothers, Inc. Crystal City, Virginia	1991-1993
Department Store Division of Dayton Hudson Corporation Minneapolis, MN	1990-1991

EDUCATION

Master Degree in Human Resource Management Marymount University Arlington, VA	1993
Bachelor Degree in Psychology Iowa State University Ames, IA	1990

PROFESSIONAL AFFILIATIONS

Member of the Society of Human Resource Management (local and national)
Member of the American Compensation Association
Subcommittee member of the Iowa Business Council (1996)
Previous Board Member – Orchard Place Foundation (2005)
Board Member and HR Committee Chair – Salisbury House Foundation (2005-2006)

PROFESSIONAL CERTIFICATIONS

Certified Professional in Human Resources (PHR)
Certified Compensation Professional (CCP)

COMMUNITY INVOLVEMENT

Current board member of the Wellness Council of Iowa
Current member of the Iowa Healthcare Collaborative
Past sub-committee member of the Iowa Business Council
Former Salisbury House Foundation
Former Orchard Place Foundation board member.