May 27, 2016

Women of Influence

c/o Des Moines Business Record

100 4th Street

Des Moines, IA 50309

To whom it may concern:

Please accept this letter as my recommendation for Vicki Signor, Executive Vice President, Operations, Wellmark Blue Cross and Shield, for the 2016 Women of Influence award.

I have had the privilege of working with Vicki for nearly 30 years. Over this time, I have seen Vicki in numerous roles including but not limited to energetic staff member, leader, strategic advisor, mentor and executive champion. Vicki provides leadership to over 800 Wellmark team members in claims, customer and provider service, membership and enrollment, the operational technical teams, benefit configuration and member documents. She embraces challenges and provides her team with vision and encouragement to serve over two million Wellmark members each day.

Her background in health insurance allows her to move easily from strategy to tactics and she demonstrates a deep understanding of the business that she willingly shares with Wellmark staff and leadership as well as nationally with the Blue Cross and Blue Shield Association committees and advisory groups. In working with Vicki, you always have the opportunity to learn from her skills, knowledge and balanced business approach regardless of what role you may have. She always makes time to respond to questions and help others grow.

Vicki also recognizes the importance of giving back to the community. She has served on several boards and is currently serving on the board of Variety. Despite a very busy schedule, she has provided treats for hospice patients, meals for NICU families, and for the Young Women’s Resource Center. She demonstrates caring and compassion in her work in the community and has touched hundreds of people with her efforts. I can say that in over 25 years, whenever I have asked Vicki to support the community, she has never said no to my request.

I and many others use Vicki as a sounding board, counselor and advisor on both business and personal issues. She consistently demonstrates a high level of integrity, a willingness to listen and help and compassion and support. She has earned the respect of many leaders and staff within our organization and across the community.

The Women of Influence award would be a fitting way to honor Vicki for her professional achievement and her support of the community. Thank you for your consideration.

Mike Crowley

Vice President, Finance

Wellmark Blue Cross and Blue Shield