

Tim Vessel Biography

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As president of Highmark Blue Cross Blue Shield in Delaware, Timothy Vessel is dedicated to advancing Highmark's mission to create remarkable health experiences for all Delawareans. He will provide strategic leadership for the market's sales, marketing, actuarial, and policy. Tim is committed to improving health outcomes and promoting community well-being, building on Highmark Delaware's legacy of service since 1935.

Highmark Delaware is the state's leading health insurer, serving more than 500,000 employer-based, Medicare, Affordable Care Act, and Medicaid members. Tim will be instrumental in guiding the organization through the evolving healthcare landscape, focusing on affordability and personalization of health care solutions for the communities Highmark proudly serves. His leadership extends to the impactful BluePrints grant program, which has invested over \$28 million since 2007 to enhance health care access, economic stability, and health workforce development across Delaware.

Before joining Highmark, Tim held a series of progressive leadership roles at Cigna Healthcare. Most recently, he served as Market Growth Leader and General Manager for South Texas and Louisiana. In this role, he was responsible for the market's growth, financial performance, and operations, overseeing a significant portfolio that served over 900,000 customers and generated more than \$3 billion in revenue. He successfully led and developed high-performing sales and account management teams, implemented strategies to expand market share, and spearheaded initiatives for new business acquisition and client retention. He also acted as the Executive Sponsor for the market's largest clients, collaborating with internal and external stakeholders to drive initiatives focused on affordability and personalized healthcare solutions.

Prior to this, Tim held various leadership positions at Cigna, including Vice President of Sales and Account Management for a multi-state region, where he developed and executed sales strategies and led teams to achieve significant growth objectives. His extensive experience also encompasses key roles in sales operations, sales management, client management, and underwriting.

Tim's career is marked by his ability to drive sales growth and revenue, cultivate high-performing teams, foster client engagement, analyze performance data, and support local communities to deliver tailored solutions.

Tim earned a Bachelor of Arts in Economics from Wesleyan University. He is a recipient of the Southeast Leadership Award and a seven-time Gold Circle Qualifier.

About Highmark Blue Cross Blue Shield Delaware

Highmark Blue Cross Blue Shield Delaware serves approximately 500,000 members through the company's health care benefits business. It is an influential company in the market generating an economic impact of \$135 million and supporting more than 1,000 direct and indirect jobs across the state. Highmark Blue Cross Blue Shield Delaware is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit www.highmarkbcbsde.com.

Thought Leadership Topics:

- Navigating the evolving health care landscape
- Developing effective sales and growth strategies in a dynamic health care environment
- Optimizing the performance of a skilled and talented sales organization
- Leveraging data and analytics to inform strategy and deliver value