EXECUTIVE ADVISORY BOARD

CRAIG THOMAS
President, GuideWell Connect and Chief Marketing Officer
Florida Blue

Craig Thomas is President of GuideWell Connect and Chief Marketing Officer. GuideWell Connect is a consumer level marketing, sales and engagement company that serves Florida Blue and other Blue Cross Blue Shield plans across the country as well as other companies. GuideWell Connect provides marketing and creative services, video production, lead generation, tele sales and retail center services.

Prior to this role, Thomas was senior vice president of government and consumer markets where he led the individual under 65/exchange, Medicaid and Medicare markets. His responsibilities included preparing the company to enter the under 65/exchange market, and the Medicaid market, and repositioning the company for greater success in the Medicare market. He was also responsible for the company’s operational performance in those segments as well as continuing to advance our marketing and retail progress.

Throughout his career, Thomas has been active in the community as a chairman of the board of directors for the Way Free Medical Clinic Inc., which provides medical services for the uninsured in Clay County and Gator Bowl Sports.

Thomas holds a Bachelor of Science from the State University of New York College at Buffalo and a Juris Doctorate from Stetson University College of Law.