

EXECUTIVE ADVISORY BOARD



CRAIG THOMAS
Chief Marketing Officer, Marketing and Retail Development
[Blue Cross and Blue Shield of Florida](#)

Craig Thomas is Blue Cross and Blue Shield of Florida's (BCBSF) chief marketing officer, Marketing and Retail Development. In this role, Thomas provides leadership for Marketing Strategy; Product Management; Strategic Development; and Marketing Communications. Prior to this role, Thomas served in several marketing, sales and attorney roles for BCBSF and was the acting senior vice president of Sales and Marketing for Blue Cross and Blue Shield of North Carolina.

Thomas holds a bachelor's degree from State University of New York College and a jurist doctor degree from Stetson University College of Law. He is active in the community serving on the Board of Directors for the Way Free Medical Clinic, Inc., which provides services for the uninsured.