

## Jessica Cox Biography



She brings 23 years' experience from Excellus BlueCross BlueShield, where she held various leadership roles across commercial sales, provider relations, and corporate development. Most recently, Jessica served as senior vice president for corporate development and strategy and chief risk officer and previously served as regional president for the Southern Tier Region for the company. She began her career as a medical technologist.

Jessica is a resident of Western New York. She received a bachelor of science from Upstate Medical University, an associate of science from Alfred State College and completed an executive education program from the University of Chicago Booth School of Business Executive Education.

Jessica Cox is President, Highmark Western and Northeastern New York. She is responsible for leading the overall strategy, performance, and growth of Highmark Blue Cross Blue Shield in the Western New York market and Highmark Blue Shield in the Northeastern New York market.

Jessica, a seasoned healthcare executive with over two decades of experience in the New York market was appointed to her current role in August 2024. Her extensive experience, deep understanding of the New York healthcare landscape, and commitment to driving positive change and fostering strong partnerships positions her to lead Highmark Western and Northeastern New York into a successful future.