

Profile



Kevin Sparks

Group Executive, Enterprise Strategy and Chief Strategy Officer
Blue Cross and Blue Shield of Kansas City

Chief Executive Officer and Chairman
Cobalt Ventures

We will use our role as the area's leading health insurer to provide affordable access to healthcare and to improve the health of our members.

Kevin Sparks serves as a Group Executive of Blue Cross and Blue Shield of Kansas City (Blue KC). In this role, Kevin is responsible for strategic planning, enterprise analytics, information technology and social media. He is the CEO of Cobalt Ventures, LLC, a diversification strategy holding and equity investment company. Kevin has held various leadership positions in the Blue Cross and Blue Shield family of companies.

Prior to joining Blue KC, Kevin worked as the Vice President of Technology for Coventry Health Care of Kansas. Before that, he served as the Vice President and Chief Information Officer for HealthNet in Kansas City. Kevin began his career outside of healthcare in aerospace engineering with Honeywell Systems. He also worked for the Federal Bureau of Investigation.

Education:

- Masters of Science, Missouri State University
- Bachelor of Arts in Business, University of Kansas

Professional affiliations:

- Kansas City Tomorrow Graduate, Kansas City Civic Council
- Kansas City Entrepreneurship
- Treasurer — Asthma and Allergy Foundation of Greater Kansas City
- Advisory Board — University of Kansas Business School of Business Information Technology