



Director, Individual,
Small Group and Federal
Markets BCBSNC

ROY WATSON, JR.

Director of Individual, Small Group and Federal Markets with *Blue Cross and Blue Shield of North Carolina (BCBSNC)*, **Roy Watson Jr.** has held several positions within the Blue Cross organization.

Mr. Watson began his Blue Cross career in January 1993 with Blue Cross of Western Pennsylvania (*High Mark Blue Cross Blue Shield*) as a Claims Coder, then moved into a dedicated customer service role where he was a representative for large multi-state clients. He then moved to North Carolina in August of 1995 and became part of the sales organization, functioning in capacities ranging from Account Service Representative to Sales Director.

In his current role, Roy leads the sales and retention efforts for small business (1-50), individual customers, and federal segment customers for all 100 counties BCBSNC serves. He provides strategic leadership and direction for the sales team, stressing the importance of continued development and maintenance of key relationships in the community. These relationships foster membership retention as well as new membership growth.

Roy is committed to working in concert with plan-wide business areas to help develop and initiate strategies to enhance BCBSNC products and services. Such as: providing education and insight to small businesses and the BCBSNC distribution channel regarding the Affordable Care Act and its impact on their business.

A graduate of the *University of Alabama (BS, Health Care Management)*, Roy brings over 23 years of industry experience.

Professional affiliations:

- Past chair of the **Morrisville Chamber of Commerce** Board of Directors (*and continues on that board today*)
- Member of **United Way of North Carolina Board of Directors**
- A member of the **United Way Leadership Circle**
- Served on several committees and leadership groups within **BCBSNC**.

Mr. Watson's interests include: spending time with his wife and 3 kids, coaching children sports teams, exercising, golf, basketball, and going to the movies.

Roy is also an active member of *Christian Faith Baptist Church* in