

Kyle Lattina joined Wellmark Blue Cross and Blue Shield in 2015. As vice president of Product and Client Solutions, he is responsible for developing and driving the strategic direction for product and client solutions across all market segments. In addition, he is responsible for leading segment planning and performance, market insights and competitive intelligence, product development, market implementation, specialty vendor strategy, and client consulting. Kyle's focus is on achieving overall membership, revenue, and margin goals for retention and acquisition by driving competitive strategy and delivering innovative solutions across functional capabilities for clients in all segments across the organization.

Kyle has more than 23 years of experience in the financial services and health care industries. He is the former director of corporate treasury at The Principal Financial Group, director of pricing and underwriting for Coventry Healthcare, and director of health underwriting for The Principal Financial Group.

Kyle holds a bachelor's degree in business administration from St. Louis University and a master's degree in business administration from the University of Missouri. He attended The University of Chicago Booth School of Business' executive program in corporate strategy. Kyle holds the right to use the Chartered Financial Analyst® designation and is a member of the CFA Society of Iowa.