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WPS Hires Strategy & Business Development Executive

John Stephens will have key role in implementing strategic plan

MADISON, Wis.—August 26, 2013—John Stephens has joined **WPS** as senior vice president for strategy and business development.

He had served as a consultant to WPS when its strategic plan was being developed. Now, as a WPS executive, Stephens will have a key role in implementing the strategic plan and developing additional business opportunities.

“John has more than 15 years of experience in strategic planning, problem-solving and implementing strategies to improve business performance,” said President and CEO Mike Hamerlik. “He impressed us with his skill and style when he worked with us during our strategic planning effort.”

A native of Des Moines, Iowa, Stephens has broad experience in the insurance sector and has advised several health plans. He most recently co-led the health care and insurance practice at Bridge Strategy Group of Chicago, where he worked for 11 years. He has a degree in economics from Northwestern University, and an MBA with concentrations in strategic management and entrepreneurship from the University of Chicago Booth School of Business.

About WPS

Founded in 1946, WPS is Wisconsin’s leading not-for-profit health insurer, offering affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. The WPS Medicare division administers Part A and B benefits for millions of seniors in multiple states, and the WPS TRICARE division serves millions more members of the U.S. military and their families. In 2013, the international Ethisphere® Institute named WPS one of the World’s Most Ethical Companies for the fourth straight year. WPS is the only health insurance company to earn this distinction four times. For more information about WPS, visit www.wpsic.com.