

Rob Guilbert Fortis Health

Rob serves as Vice President, Corporate Communication, for Fortis Health. Fortis Health is the oldest national health insurance company, and is a leading provider of Individual Medical, Small Group, and Specialty health insurance products. The company employs 1800 people in downtown Milwaukee, and 1000 in other locations around the country.

He also serves as President of the Fortis Health Foundation, which has donated more than \$6 million to the Milwaukee community since 1973. At Fortis Health, Rob directs the company's strategic external and internal communications, including national public and media relations and employee communications. Rob's communications, marketing, and business development experience includes prior work as Operations Vice President with Planned Parenthood of Wisconsin, Executive Director with UPC/Extendicare Health Services, and Marketing Director with Trinity Hospital. He has his BA in English, currently chairs the Health Insurance Association of America's Public Relations Committee, and has served on the City of Milwaukee Fetal Infant Mortality Commission and the Wisconsin Humane Society Board of Directors.