



GENEVIEVE KRUSE

Gen is a senior healthcare executive with more than 30 years at Health Care Service Corporation (HCSC), where she played a pivotal role in nearly every major strategic initiative driving the company's growth and was personally recruited by the former CEO.

With extensive experience across Group, Individual, Medicaid, and Medicare markets, she is recognized for combining strategic vision with operational credibility to deliver sustainable results in highly regulated environments.

BOARD & ADVISORY

Age Options – Board Member (Prior Board Chair)

HCSC – United Way Board

EDUCATION

MBA OP MANAGEMENT
Loyola University Chicago

BS Public Relations
Illinois State University

Gen currently serves as the CEO and Co-Founder of AskGen.com, a modern Medicare AI platform driven by her passion to help senior citizens navigate the complexities of health insurance.

Prior to AskGen.com, Gen served as a Divisional Vice President at HCSC, the largest customer-owned insurer in the U.S., Gen led the Medicare and Marketplace distribution and strategy across five states. She managed a \$50 million budget, a high-performing team of more than 30, and partnerships with thousands of agents serving 900,000 Medicare members and generating \$3.5 billion in annual revenue.

Gen was hand-selected to lead the company's Exchange Readiness strategy during the rollout of the Affordable Care Act, translating complex regulations into scalable strategies that positioned HCSC with one of the largest Marketplace footprints in the country.

She also played a central role in three acquisitions, working across executive teams to integrate sales operations, distribution, and member engagement while protecting retention and profitability.

Blue Recognition

- "Collaboration Champion" – CEO/CHRO appointed (top 25 of 22K employees)
- Healthcare Marketing IMPACT Award – "Community Outreach Campaign of the Year"
- Blue Cross Blue Shield Association "Best of Blue" Clinical Distinction Award

Her earlier role at Arthur J. Gallagher & Co. included leadership responsibilities in defining products and benefit plans.

Beyond her corporate career, Gen has demonstrated strong governance leadership as Board President of Age Options, a \$19.5 million nonprofit serving older adults and caregivers. In this role, she has advanced governance practices, strengthened resource development, and expanded community reach.