

Insight on Coaching – Guest Bio

Robert Vavrina

*Senior Vice President, Human Resources
BlueCross BlueShield*

Introduction

Robert T. Vavrina is senior vice president of Human Resources for BlueCross BlueShield of North Carolina. Under Vavrina's leadership, Blue Cross and Blue Shield of North Carolina has received numerous awards as an employer of choice in North Carolina, including the Training Top 100 Award from *Training Magazine* for three consecutive years, the *Triad Business Journal's* Crown Award, and Employer of the Year from the Arc of Durham County, an organization that supports people with developmental disabilities.

Experience

Vavrina joined the BlueCross BlueShield in 1998 from The Travelers Property and Casualty Corp., where he had worked since 1989. At Travelers, Vavrina served as vice president of Human Resources for the company's largest division with 8,500 employees. Prior to that, he was senior vice president, Human Resources, for the Metra Health Companies, a managed care joint venture. He also was corporate vice president of Human Resources for Advo, Inc., the nation's largest direct mail marketing company, and vice president, Human Resources Worldwide for KFC Corporation.

Education

Vavrina earned a Master's degree *cum laude* in Personnel and Guidance from Fairleigh Dickinson University and a Bachelor's degree in English and Journalism from Bethany College. He also earned a certificate in Strategic HR Planning from Harvard University. Vavrina recently completed a Master's degree in Executive Coaching (with distinction) from Middlesex University in the United Kingdom.