

Greg A. Adams, Chair and Chief Executive Officer

Greg A. Adams is the chair and chief executive officer of Kaiser Foundation Health Plan, Inc. and Hospitals. A nationally recognized leader and a champion of health care transformation, improving access, and pushing for better health outcomes, Adams, since his time with Kaiser Permanente, has been driving the comprehensive work focused on growing the organization's membership, improving affordability for members, and transforming and expanding access to care.

Adams has over 30 years of leadership experience as a senior health care executive and has played an integral role in leading the transformation and improvement of patient care outcomes at Kaiser Permanente. In addition, Adams has been a key leader in driving the organization's mission of providing high-quality, affordable care and coverage; strengthening the culture; and ensuring Kaiser Permanente continues to be a great place to work.

Prior to his current role, Adams served as executive vice president and group president, with direct responsibility for health plan and hospital operations in all 8 Kaiser Permanente regions. Adams' accountabilities included co-leading Enterprise Shared Services to serve the operational needs of the regions and leading Kaiser Permanente's national Medicare care delivery strategy. Prior to that, he was named regional president of Kaiser Permanente for Northern California in April 2008. In July 2013, he was appointed executive vice president.

Adams is a member of the board of directors for America's Health Insurance Plans, chair of the Health and Retirement Committee of the Business Roundtable, and is both a governor and steward within the Global Health and Healthcare Community at the World Economic Forum. Additionally, Adams is a member of the National Association of Health Services Executives and The Executive Leadership Council. He also serves on the board of directors for the Los Angeles Philharmonic Association. He is a past member of the California Chamber of Commerce board of directors and the California Hospital Association's board of trustees.

Adams has a bachelor's degree from Oglethorpe University in Atlanta and graduate degree from Wichita State University.

Brandon Cuevas, Executive Vice President, Health Plan

Brandon Cuevas is executive vice president, health plan, for Kaiser Foundation Health Plan, Inc. and Hospitals.

Cuevas has national accountability for health plan strategy, capabilities, and operations. His responsibilities span consolidated operations for the organization's 8 regional health plans, helping Kaiser Permanente meet its mission of providing high-quality, affordable care to the communities and 12.6 million members it serves. Cuevas manages a national infrastructure committed to the performance, growth, and expansion of value-based care within Kaiser Permanente's existing markets and beyond.

In his role, Cuevas oversees sales, account management, product, pricing, underwriting, forecasting, provider relations and network analytics, marketing, and other health plan services.

He partners with market and line of business leaders to establish and execute multiyear revenue and membership growth strategies for all lines of business in all markets.

Cuevas joined Kaiser Permanente in 2023. An innovative leader, Cuevas has operated in some of the most competitive and complex health care markets. Most recently, he served in a national role for UnitedHealthcare as chief strategy and growth officer of its \$71 billion commercial business as well as additional executive roles overseeing government programs and other lines of business. Cuevas' experience also includes leadership positions at miletwo consulting, The David Lewis Company, PacifiCare Health Systems, and Arthur Andersen Worldwide.

Cuevas is a deep believer in Kaiser Permanente's value-based care model and, as a Kaiser Permanente member, has seen firsthand the outcomes the organization's unique model provides.

Cuevas studied finance, accounting, theology, and business management, and earned multiple bachelor's degrees at Friends University in Kansas, where he also did postgraduate work.

Cindy Striegel, Senior Vice President, California Sales & Account Management

Cindy Striegel is senior vice president, California Sales & Account Management, for Kaiser Permanente. She is accountable for leading strategies that support differentiating Kaiser Permanente's value in the marketplace, delivering on their mission to provide high-quality, affordable health care services, and to improve the health of 9 million California members and the communities Kaiser Permanente serves.

Striegel leads California sales and account management activities that drive sustainable membership growth and financial performance for Kaiser Permanente, representing California group purchasers with over 9 million members. Her focus on optimizing disciplined, evidence-based teams has enabled Kaiser Permanente to adapt, compete, and grow — even in the face of dramatic changes in health care's competitive and regulatory environment.

Striegel leads the go-to-market strategy for both north and south leadership teams. She partners closely with health plan and care delivery leadership to ensure high-quality care and best-in-class service experiences in California. She also is a leading voice on Kaiser Permanente's California Health Plan Leadership Team, a key decision-making forum that sets strategy aimed at meeting or exceeding the expectations of members, employers, consultants, brokers, and consumers.

Striegel's career at Kaiser Permanente has spanned 27 years. Prior to her current role, she served as vice president for the Strategic Accounts business line, where she led the go-to-market strategy and team that manages our largest California-based employers — including CalPERS, which alone represents more than 667,000 Kaiser Permanente members and 1.5M lives across California.

Striegel successfully completed Kaiser Permanente's Executive Leadership Program at Harvard Business School. She graduated from California State University, Northridge, with a bachelor's degree in business administration.