



Bill Bruce

Vice President Client Strategy, National Accounts
Aetna, Inc.

Bill Bruce is Vice President of Client Strategy for National Accounts at Aetna. In this role, Bill is responsible for overseeing strategy, financials, and relationship management for his National Account clients. During his 20+ years in the industry, Bill has held underwriting and sales leadership roles that enable him to bring a unique strategic perspective to his clients.

Bill began his career at Aetna in National Account Underwriting and then returned to Aetna National Accounts in 2017. Prior to his return to Aetna, Bill spent 10 years in underwriting at Blue Cross Blue Shield of Massachusetts. At BCBSMA, Bill held progressively more responsible roles and spent his last four years as Senior Director of Large Group Underwriting. In this role, Bill oversaw pricing and underwriting for all large group business representing 1.2 million members and led a number of corporate strategic initiatives.

Bill holds an MBA in Health Management from Boston University and a BS in Health Management from the University of Connecticut. Bill is active with the Uconn School of Business and the United Way of Massachusetts Bay serving as a member of their Development Committee.