

Shelly Spivack, a registered nurse and licensed life and health insurance agent, retired as the Senior Manager of Government and Public Relations for Blue Cross Blue Shield of Florida in 2006. She has 33 years of management experience in the health care industry specializing in communications, marketing, sales, and strategic development.

Ms. Spivack started her career in New York City as a registered nurse at Beth Israel Medical Center, where she started the first Intravenous Team in the State of New York. She managed a team of RN's with responsibilities for venipuncture, intravenous activation, the administration of blood and blood products and managing the hospital's blood donation program.

Relocating to South Florida, Ms. Spivack changed careers and became successful at managing local, state and national political campaigns. She served as an aide to Florida Congressman Larry Smith from 1983-1986 and was responsible for working with constituents, especially those with Health Care and or Medicare issues.

Ms. Spivack had been with the Blue Cross and Blue Shield organization for 20 years when she retired; fifteen as the manager of Government and Public Affairs including Community Relations. She has 25 years of experience in the development of how people, small businesses, large corporations and non-profits are perceived by the public.

As the Senior Manager of Public Affairs for Blue Cross and Blue Shield her duties included image development and enhancement for the State of Florida's largest health insurer. Ms. Spivack was responsible for working with the sales teams of major/jumbo groups. She was responsible for the successful development and implementation of Public Business Sector strategies in South Florida, including Miami Dade County, City of Sunrise, City of Pembroke Pines and the State of Florida. She was responsible for the successful development of Blue Cross and Blue Shield of Florida's public image in South Florida.

Ms. Spivack has provided her expertise to many of the organizations she belonged to including: Board Chair of Florida High School for College and Career Success – Broward County Campus; Miami, 2008-2010, Dade County General Obligation Bond campaign in 2003; the Fort Lauderdale Museum of Art, and Children's Resources and Family Central. In addition to her health care career, Ms. Spivack has served on: the Executive Committee of the Greater Miami Chamber of Commerce where she served as Vice Chair of the Member Service Division; Chair of the Coconut Grove Playhouse; member of the Regional Business Alliance; member of the board of Family Central; past president and board member of the Children's Resource Fund, member of the Florida International University Metro Forum, past board member United Way Miami-Dade County and past chair and board member of the New World School of the Arts.

While at Blue Cross Blue Shield of Florida, Ms. Spivack developed the local community giving program and was responsible for the distribution of several million dollars in grants to non-profits in South Florida. Additionally, she has developed, implemented and raised hundreds of thousands of dollars for the charities she works with.

Ms. Spivack has received numerous awards including: the Democratic Council of 100's Distinguished Business Woman of the Year Award; the Women's Council of Commerce of Broward County, the Women's Circle of Excellence Award and the Greater Miami Chamber of Commerce Shining Star Award for her work in the Arts; Autumn Fest Honoree from the Alzheimer's Family Center; Fronsene Angel Award from Children's Resource Fund; Lalique Award from the Coconut Grove Arts Festival, Concert Association of Florida Community Spirit Award, and the Soaring Eagle Award from Children's Resource Fund.

Ms Spivack is currently the principal at Shelly Spivack and Associates, where she specializes in Marketing and Public Affairs consulting.