

## App State Alumnus Named President of Blue Cross and Blue Shield of North Carolina

Written by Adam Hicks

Tuesday, 13 October 2009 05:04

---

Blue Cross and Blue Shield of North Carolina has named a successor for current CEO, Bob Greczyn, who plans to retire next year.

The Raleigh News and Observer and the Appalachian State Alumni Association report the insurance giant promoted J. Bradley Wilson, Appalachian State class of 1975, when the board approved naming him president.

Wilson is a lawyer and joined the insurance company in 1995. He also served as general counsel for former North Carolina Governor Jim Hunt.

Wilson holds degrees from App State, Wake Forest, and Duke universities. The Alumni Association said Wilson is also very active here in Boone as he serves on the ASU Board of Trustees, the Yosef Club Advisory Board, and the UNC Board of Governors.