Heather Valteris is the Chief Marketing Officer of Zelis and leads the strategy to build upon Zelis’ market position, drive measurable growth, and position the company for its next chapter. Heather is a tenured global marketing executive with more than 25 years of experience driving positive change in multinational Fortune 100 companies.

As the Chief Marketing Officer for Cigna’s International Markets, Heather was responsible for leading marketing across 24 countries as well as building awareness of the Cigna brand outside of the U.S. Heather joined Cigna in 2014, initially leading the U.S. Marketing function supporting Commercial, Medicare Advantage, and Individual Supplemental before assuming her role as CMO. Prior to Cigna, Heather spent more than 20 years leading marketing in financial services and technology companies. Her roles have included building a marketing analytics consulting practice for SAS (software), serving as CMO for a GE Capital joint venture with Hyundai in South Korea, designing and leading the Direct Marketing function for the GE U.S. Consumer Finance business, as well as various positions in both Citibank and MBNA where she managed D2C and B2B marketing functions.

Heather holds an MBA from Duke University and a BS in Marketing from Clemson University.