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Ari Jolly is a GuideWell Mutual Holding Corporation (“GMHC”) assistant general counsel. In this role, Ari is responsible for providing primary legal support to the Investment as well as the Corporate Development operations of the GMHC enterprise. Ari also provides board governance support related to the various GMHC subsidiary and joint venture companies.

Ari joined Florida Blue in 1993. Prior to joining Florida Blue, Ari practiced with the law firm of Rogers, Towers, Bailey, Jones and Gay in Jacksonville, Florida. Ari was also an Officer in the United States Navy from 1983 - 1990 and the recipient of a Navy Achievement Medal (1987).

Throughout her career, Ari has been active in community and professional organizations. She is a member of the Florida and Jacksonville Bar and also serves on the boards of the Greater Jacksonville Area USO and the Naval Continuing Care Retirement Foundation, Inc. (Fleet Landing). In 2015, Ari became a gubernatorial appointee to the board of the Jacksonville Transportation Authority. That year, Ari was also named as one of Northeast Florida’s Most Influential Women. She currently serves as the chair of the board of directors for the Cultural Council of Greater Jacksonville.

Ms. Jolly graduated from Jacksonville University (1983) and the Florida State College of Law (1990), with Highest Honors. While at the Florida State College of Law, Ms. Jolly was an Associate Editor on the Law Review as well as a member of the Order of the Coif. Ms. Jolly is also an honors graduate from the Naval Legal Justice School, Newport, Rhode Island (1984). Ms. Jolly previously spoke on the topics of “Doing Blue Plan Alliances: Tales from the Front Lines” at the 2006 40th Annual BCBSA Lawyers Conference and “Doing Plan Alliances: Lessons Learned” at the 2007 41th BCBSA Lawyers Conference. She has also presented on the topics of Women Veterans and the Multicultural US Armed Forces.