



Fall 2026 Business/Civic Leadership Forum

SPEAKER

CRAIG S. KOVACEVICH, M.A.

Vice President of Strategic
Community Impact, Office of The
President, The University of Texas
Medical Branch

Biography

Craig S. Kovacevich, M.A., is the Vice President of Strategic Community Impact within the Office of The President at The University of Texas Medical Branch. He also is the Executive Director and Corporate Secretary for UTMB HealthCare Systems, a Texas 501(c)3 corporation that manages an insurance portfolio and provides clinical and non-clinical staffing through its agency model to support the University's mission of patient care, education, and research.

Craig is charged with advancing community engagement efforts, cultivating strategic partnerships and guiding initiatives that strengthen UTMB connections throughout the region, including oversight of the Osher Lifelong Learning Institute (OLLI) in Galveston and Angleton. He will also serve as chair of the Blue Zones Project Galveston Community Steering Committee and continue to provide executive leadership for UTMB Healthcare Systems, Inc., and related insurance and benefit programs.

Craig serves on the Board of Directors for The Friendswood Chamber of Commerce. He previously held an appointment from the Texas Health and Human Services Commission to the state Medicaid and CHIP Regional Advisory Committee. Through this affiliation, Craig was an integral part of the State of Texas' planning and design teams responsible for creating innovative, value-based care delivery models designed to improve health outcomes and reduce costs. He was the inaugural Innovation Committee Chairman for America's Essential Hospitals, an industry trade association that represents more than 300 hospitals that fill a safety net role in their communities. Craig is also a licensed general lines insurance agent credentialed by the Texas Department of Insurance for various lines of business, including life, accident, health, and HMO plans.

Craig holds both a Bachelor and Master of Arts degree in Communications from The University of Houston. Prior to joining UTMB, Craig was the Vice President of Marketing for Moody Insurance Group, Inc., a life, health, and annuity sales organization affiliated with American National Insurance Company. Craig is a native of Galveston, Texas, and a proud "B.O.I." (Born on the Island). While he resides in Friendswood, Texas, he honors his hometown roots through active involvement in several Galveston organizations, including The Knights of Momus, where he served as the 2024-2025 krewe president and remains an active board director.