

Don Antonucci

Senior Vice President, Growth



Don Antonucci is senior vice president of Growth at Blue Shield of California, a nonprofit health plan with over \$20 billion in annual revenue serving over 4 million members in the state's commercial, individual, and government markets. He is responsible for providing leadership and strategic oversight across all Consumer and Commercial lines of business, in addition to relationships with key state agencies. Antonucci also leads the Commercial Underwriting team and efforts to create a compelling value proposition across key lines of employer business.

Antonucci is a healthcare leader and strategic growth executive with over 25 years of experience bringing products and services to markets comprised of publicly traded and nonprofit health insurers. He is focused on applying his experience in research, market analytics, strategy, and sales to grow memberships and strong financials for health insurers.

Prior to joining Blue Shield in 2018, Antonucci served as the chief business officer of 10xHealth, an advanced technology solutions company focused on identifying the risks and costs of suboptimal healthcare. Previously, Antonucci was president of Regence BlueShield in Washington state, and president of Regence BlueCross BlueShield of Oregon. The catalyst for his stellar career began with Anthem, Inc. in senior sales management and marketing roles.

He is an active board member of the California Chamber of Commerce and the Silicon Valley Leadership Group. Throughout his career, he has served on a wide range of nonprofit boards and professional organizations. He has been published on several occasions and has his life and health producer license.

Antonucci earned a master's degree in public policy analysis and administration from the State University of New York at Binghamton University, and a bachelor's degree in political science from the State University of New York at Cortland.