

---

## President and Chief Executive Officer

# Paul Markovich

---

Paul Markovich is President and CEO of Blue Shield of California, a three million member not-for-profit health plan serving the state's commercial, individual and government markets. Markovich assumed the position on January 1, 2013.

As President and CEO, Markovich drives Blue Shield's mission to ensure Californians' access to high-quality health care at an affordable price. A 16-year Blue Shield veteran, Markovich previously served as COO, in which capacity he oversaw health care services, network management, e-business, marketing, product development, customer operations and Blue Shield's three business units offering medical and specialty benefits coverage.

Prior to his position as COO, Markovich served as senior vice president of Blue Shield's large group business unit and oversaw the CalPERS business unit, significantly boosting membership and revenues in both roles.

This is Markovich's second stint with Blue Shield. Leading the company's product development unit in the late 1990s, Paul introduced numerous products and services, including the first California HMO to allow self-referrals to specialists, and the Blue Shield website.

While away from Blue Shield, Markovich spent two-and-a-half years as an entrepreneur, co-founding a consumer-driven health plan. He then joined Definity Health, another consumer-driven plan based in Minneapolis, before returning to Blue Shield.

Markovich started his professional career as a management consultant with Booz Allen Hamilton in New York. He is a North Dakota native, a graduate of Colorado College (where he played Division I hockey), a Rhodes Scholar, husband and father. He is the Chair of the California Association of Health Plans and serves on the board of directors of the Bay Area Council.



**PAUL MARKOVICH** is president and CEO of Blue Shield of California, a 3.3 million member not-for-profit health plan that serves the commercial, individual and government markets in California.