
Executive Vice President of Markets

Janet Widmann

Janet Widmann is executive vice president of Markets at Blue Shield of California, a 3.5 million member not-for-profit health plan that serves the state's commercial, individual and government markets. She is responsible for the management and performance of the company's members and its more than \$13 billion in annual revenue.

Prior to her current role, Widmann served as a senior vice president responsible for large employer groups, public agencies and labor and trust groups – a 1.3 million member business unit serving complex market segments with more than \$5 billion in annual revenue.

Widmann joined Blue Shield in 2003 as a leader of the newly formed California Public Employees' Retirement System (CalPERS) business unit after playing a critical role securing a three-year contract for more than 400,000 CalPERS members.

Passionate about supporting women's aspirations for leadership, Widmann is the executive sponsor of Blue Shield's Women Lead to Excellence (WL2X) program, with a mission devoted to transforming the organization into one that values diversity and inclusiveness by exploring ways to better develop women for leadership.

Prior to joining Blue Shield, Widmann held positions at several venture-backed, for-profit and not-for-profit companies, including at Health Net in the areas of marketing, operations and sales, and as the chief operations officer of the company's dental and vision subsidiaries.



JANET WIDMANN is executive vice president of Markets at Blue Shield of California, a 3.5 million member not-for-profit health plan that serves the commercial, individual and government markets in California.

Widmann earned her master's degree in health administration at the University of Southern California, and a bachelor's degree in health administration at California State University, Northridge. Widmann is a board member for the Bay Area Business Council and Avista Corp. She was named one of the Bay Area's Most Influential Women in Business in both 2013 and 2014 by the *San Francisco Business Times*, and has been active in McKinsey & Company's Bay Area Women's Executive Roundtable since 2013.