



# President & Chief Executive Officer

## PACIFIC BLUE CROSS

### Burnaby, BC

This is an extraordinary opportunity to lead a well-respected and trusted organization into its next phase of growth and change. The President & Chief Executive Officer (CEO) will lead PBC in the achievement of its goals by setting and implementing long term business strategies that deliver superior results. Working with the Board of Directors, the CEO will define, articulate and set the long term vision and direction for the organization, devise strategies for getting there, create the necessary plans for their implementation, and lead the executive team in running the business.

The role requires the CEO to maintain strong working relationships with a wide range of stakeholders including: customers, the 550+ employees represented by the Canadian Union of Public Employees (CUPE) Local 1816, executives and non-union staff, brokers and consultants, other Blue Cross organizations, directors, regulators, governments, and suppliers.

As the ideal candidate, you bring a track record of successive senior leadership roles within organizations that are similar in size, scope and complexity to that of Pacific Blue Cross. Ideally, you have worked in the benefits and insurance industry, and you have deep experience working in a market-driven, customer-oriented, high transaction environment. You have successfully met the challenge of facing significant disruption to your industry, and you have done so by working proactively and collaboratively with staff and external partners. You are a values-driven leader who can demonstrate a measurable track record in making a difference as it pertains to equity, diversity, inclusion and reconciliation. In addition, you bring strong financial acumen, as well as a business and commercial orientation, with a track record of enabling business and creating new revenue streams.

If this is the next step in your professional career, please visit our website and submit your application to **Allison Rzen** and **Shaun Carpenter** at [www.pfmsearch.com](http://www.pfmsearch.com).

*Pacific Blue Cross embraces the principle of employment equity and encourages application from all equity seeking groups.*

*Pacific Blue Cross is the leading health benefits provider based in BC, serving the people of BC—and we've been doing it for over 80 years. As an independent not-for-profit health benefits society, we have stakeholders—not shareholders. It's an important distinction for us, because we earmark our profits for reinvestment in areas that do "more good" for our members where they live and work, through new products and services and support for organizations in communities all over BC.*



#### PFM Executive Search

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