Vicki Hildebrand Joins Blue Cross Blue Shield of Massachusetts as Chief Information Officer

BOSTON, March 4, 2021 /PRNewswire/ -- **Vicki Hildebrand has joined** Blue Cross Blue Shield of Massachusetts **as chief information officer. Hildebrand** is a seasoned IT professional with more than 35 years' experience across a broad range of industries including technology, the government sector, and health care.

"Vicki's expertise in digital transformation, customer engagement, and technology management will support our company's technology goals, including achieving operational excellence, enhancing our digital and analytics capabilities, and positioning ourselves as a leader in innovation," **said Chief Operating Officer Rich Lynch.**

Prior to joining Blue Cross, Hildebrand served as chief information officer and vice president of business technology at Blue Cross Blue Shield of Vermont, responsible for all information technology, including data management, security, infrastructure operations and business-facing applications. She formerly served as chief information officer at the U.S. Department of Transportation, where she led all the department's IT capabilities. **Hildebrand** also worked at Hewlett Packard for more than 30 years in several IT roles.

"I am excited to join the Blue Cross leadership team and advance the company's strategy to provide an unparalleled consumer experience to our clinical partners, customers and members," **Hildebrand** said. "I look forward to working with my partners on the enterprise technology team and collaborating with colleagues across the business to deliver next generation IT solutions to our key stakeholders."

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable and equitable health care*and* an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.

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