MINITA SHAH-MARA JOINS BLUE CROSS BLUE SHIELD OF MASSACHUSETTS AS CHIEF PEOPLE OFFICER

BOSTON, June 4, 2025 /PRNewswire/ -- **Minita Shah-Mara** has joined Blue Cross Blue Shield of Massachusetts ("Blue Cross") as chief people officer and senior vice president.



Why it matters: Minita will be responsible for organizational effectiveness and leading the company's people and culture strategy.

The big picture: Minita brings a wealth of experience from Biogen, where she led human resources efforts for more than a decade.

- Most recently, she served as Biogen's vice president, head of human resources for the research & development, medical and west coast hub divisions, responsible for overseeing organizational design, talent engagement, performance management, succession planning, and leadership coaching.
- Prior to Biogen, Minita led diversity strategy at Bingham McCutchen LLP and talent management initiatives at Coblentz, Patch, Duffy & Bass LLP.
- She serves on the board of The Partnership, Inc.

What they're saying:

- **Sarah Iselin,** Blue Cross CEO and president: "Minita is an outstanding leader who centers people in every decision she makes. Her commitment to talent development, building inclusive organizational cultures, and driving performance aligns with our values and will enhance our strategy as we continue to evolve to meet the needs of our members and customers."
- **Minita Shah-Mara:** "I'm thrilled to step into the role of Chief People Officer. At the center of Blue Cross' success is its people. I'm inspired by the mission-driven mindset of our employees, and I look forward to working with this talented team as we advance our people and culture strategy."

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, 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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