SOPHIE CLARKE JOINS BLUE CROSS BLUE SHIELD OF MASSACHUSETTS AS CHIEF STRATEGY OFFICER

BOSTON, Sept. 18, 2025 /PRNewswire/ -- **Sophie Clarke** has joined Blue Cross Blue Shield of Massachusetts ("Blue Cross") as chief strategy officer and senior vice president.



Why it matters: Working closely with the leadership team, Clarke is responsible for shaping, supporting and helping to implement our corporate strategy. She is also responsible for finding and funding companies that impact health care access and affordability via Zaffre Investments, a Blue Cross subsidiary.

- **The big picture:** Clarke brings a wealth of industry experience spanning medicine, strategy and health system transformation. Most recently, she served as Elevance Health's founding president of Carelon care navigation where she oversaw the modernization of care and disease management programs for 30 million members. She also served as head of clinical domain strategies and partnerships, staff VP of enterprise strategy, and senior director and chief of staff to the chief strategy officer.

- Prior to Elevance, Sophie worked for McKinsey and Company.

What they're saying:

- **Sarah Iselin,** Blue Cross' CEO and president: "Our mission is *To show up for everyone like they're the only one*, and I'm so inspired by Sophie's passion for that. Her career, spanning a broad range of strategy and clinical leadership roles, gives her extraordinary experience that will help bring our mission to life. I'm thrilled to have her on our team."
- **Sophie Clarke:** "Blue Cross is a leader on so many fronts and I'm humbled to be joining as chief strategy officer. I look forward to working closely with the leadership team to advance Blue Cross' priorities and initiatives."

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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For further information: Kelsey Pearse, kelsey.pearse@bcbsma.com

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