



Paul Markovich
(MARKO-VICH)

President, and Chief Executive Officer, Ascendium

Paul Markovich is an American health insurance executive who currently serves as the President and CEO of Ascendium, a position he has held since March 2025. Ascendium is the parent company of Blue Shield of California, a major regional health insurer with 6 million members and \$27 billion in annual revenue as of 2025. A non-profit organization, Ascendium has numerous subsidiaries within its vertically integrated structure, including Blue Shield of California, Altais, and Stellarus.

Both a graduate of Colorado College and a Rhodes Scholar at Oxford, Markovich co-founded MyWayHealth in 2000, serving as the Executive Vice President in Marketing. He joined Blue Shield of California in 2002 as a Senior Vice President in the CalPERS Business Unit, becoming President and CEO in 2013 and served in that role through January 2025 before assuming his current role at Ascendium. Markovich also serves on the board of the Blue Cross Blue Shield Association, the Brand Committee, America's Health Insurance Plans, and led both California's COVID testing task force and its COVID vaccination development network.