

MARTHA MONTAG BROWN & ASSOCIATES, LLC

Consultants In Executive Search - Placing Leaders With A Purpose

**PRESIDENT AND CEO
BLUE SHIELD OF CALIFORNIA FOUNDATION**

November 2009

About Blue Shield of California Foundation

The Blue Shield of California Foundation (www.blueshieldcafoundation.org) is one of the largest healthcare grant making organizations in California. The foundation was formed by Blue Shield of California, a mission-based, not-for-profit corporation. Blue Shield of California is the state's third largest health plan with 3.4 million members, more than \$9 billion in annual revenue, 4,800 employees and 20 offices throughout California. Foundation offices are located in San Francisco.

The foundation's mission is to "improve the lives of Californians by making health care effective, safe, and accessible for all Californians, particularly underserved populations, and by ending domestic violence." Originally established in 1981 (as the California Physicians' Service Foundation), the foundation was reinvigorated in 2002 to explicitly highlight the company's mission and commitment to improving the quality of life for California communities. In August of 2008, the Foundation announced a new strategic plan focusing its work on core operating support, leadership development, organizational capacity-building, and public policy impact within two program areas – Health Care and Coverage and Blue Shield Against Violence.

In the last five years the foundation has led or launched a number of innovative programs including: the creation of the Clinic Leadership Institute, a program that invests in the next generation of community clinic leaders; BOM (Boss of Me) a by-youth/for-youth campaign to help teens avoid violent dating relationships by "dialing down their drama," and spearheading CaliforniaSpeaks, a 21st century town hall gathering of 3,200 Californians in 2007 to discuss health reform. The foundation provides core operating support to more than 200 community clinics and 100 domestic violence shelters annually. More about the foundation can be found at www.blueshieldcafoundation.org.

All of the foundation's grant funding is provided by Blue Shield of California. Since 2002, Blue Shield of California Foundation has made grants totaling more than \$150 million to more than 350 community-based organizations. The grants distribution level for the foundation in 2010 is anticipated to be between \$25-30 million. There is a nine-member board of trustees comprised of Blue Shield of California board members and senior executives, as well as external leaders in

health care, domestic violence and community health.

Position Overview

The President and CEO position represents a unique leadership opportunity to head one of the largest healthcare-focused foundations in California. The foundation is seeking an exceptional, seasoned senior leader with sophisticated and deep expertise in health care, domestic violence and related policy issues, who will position the foundation to have maximum impact, promote innovation and provide leadership in the foundation's two program areas. The President and CEO is responsible for the overall leadership and management of the foundation, which includes implementing all aspects of its strategic plan, overseeing the foundation's grantmaking and partnership activities, managing day-to-day operations and staff, and representing the foundation with a wide range of influential internal and external stakeholders. The position will report to both the Chairman and CEO of Blue Shield of California, and to the foundation's Board of Trustees. In addition, the President and CEO of the foundation serves as a member of the Board of Trustees.

Key Responsibilities

- Leadership. Direct overall foundation operations, including program and grants management, fiscal, administrative and legal oversight, supervision and hiring of staff and consultants, and interactions with key internal and external stakeholders.
- Board Relations/Governance. Develop and maintain strong, positive working relationships with the Board of Trustees. Work in collaboration with the board on strategy, governance, growth and other issues. Provide information to the board in a timely and effective manner.
- Staff Supervision. Hire and supervise staff. Help create and lead a dynamic, empowered, high- functioning workplace. Ensure that clear direction and guidance is provided to staff, consultants and contract relationships such that the strategic goals of the foundation are achieved.
- Programs and Grantmaking. Oversee programs, policies and grantmaking procedures in a manner that fulfills the mission of the foundation.
- Budgeting and Fiscal Oversight. Establish and oversee annual budgets and grant payout schedules ensuring appropriate fiscal controls and reporting.
- Health Policy Leadership. Participate in the development and communication of public policy solutions that advance the mission of the foundation.

- Partner/Grantee Relations. Develop and maintain strong, positive working relationships with partner/grantee organizations.
- Technology Assessment. Oversee the work of the California Technology Assessment Forum, a collaboration of nonprofit organizations that evaluate the effectiveness of medical technology.
- External Relations. Develop and maintain constructive relationships and strategic partnerships with key external stakeholders: Develop and implement strategies and programs to effectively brand and communicate the foundation's grantmaking. Represent the foundation effectively with community groups, the media, and other external constituents. Find ways to recognize and bring attention to the work of the grantees and the interest areas of the foundation.
- Internal Corporate Liaison. Maintain strong working relationships with Blue Shield's CEO and key internal corporate staff as appropriate.

Qualifications

- Ten to fifteen years of senior experience that demonstrates a sophisticated and deep knowledge of health, healthcare, health policy, delivery systems, and related issues. Expertise in domestic violence issues is also desirable.
- An understanding of the complex healthcare landscape in California including the inter-relationships between health plans, providers of medical services, employers, brokers, foundations, community clinics, other healthcare organizations, and the public sector (knowledge and expertise about these issues in California is a plus).
- Excellent leadership, management, and supervisory skills including the ability to effectively manage a professional staff and provide vision for the goals and direction of foundation programs.
- Outstanding verbal communication and presentation skills including the ability to engage effectively one-on-one and to serve as a compelling foundation spokesperson to a wide range of audiences, including the news media.
- Experience in grantmaking and experience working with non-profits as an employee, board member or volunteer is strongly preferred.
- An understanding of governance and board relations and prior experience working closely with or for a board.
- Budget development and oversight experience.

- Strong analytical and organizational skills.
- The ability to excel working in a smaller organization environment that is linked to a larger corporate system; and an ability to be flexible in a complex and changing business environment.
- A track record as a mature, seasoned leader with excellent judgment; open to feedback and the opinions and ideas of others.
- Undergraduate degree is required; an advanced degree in a related field is preferred.

Compensation

The Blue Shield of California Foundation offers a highly competitive compensation and benefits plan.

Application Process

Interested applicants should send a cover letter, resume and salary information by **email** to:

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