Gustavo (Gus) Giraldo Biography

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Gustavo (Gus) Giraldo is a transformational executive with a proven track record of leading growth, operational excellence and culture change across domestic and international health care organizations.

As president of Highmark Health Plan, Giraldo leads an organization committed to creating remarkable health experiences for its nearly 8 million members in Pennsylvania, Delaware, Western and Northeastern New York, and West Virginia.

During his career, Giraldo has led large-scale health insurance operations and driven strategic transformations across commercial, behavioral health, specialty, and government health care markets. He has launched and expanded health insurance businesses internationally, led complex operating models, and helped organizations improve performance while maintaining a sharp focus on outcomes.

Giraldo joined Highmark in 2026 with more than 30 years of health care and insurance leadership experience. Most recently, he served as Senior Vice President of Individual and Family Plans at Aetna, a CVS Health company. Previously, he held executive leadership roles with Magellan Health, Centene Corporation, and Cigna Healthcare.

Giraldo earned a bachelor's degree in mathematics and insurance from Florida State University and an MBA from The Wharton School at the University of Pennsylvania. Giraldo has served as a chapter president of the Juvenile Diabetes Research Foundation.

About Highmark Inc.

An independent licensee of the Blue Cross Blue Shield Association, Highmark Inc., together with its Blue-branded affiliates, collectively comprise the third largest overall Blue Cross Blue Shield-affiliated organization in the country with nearly 8 million members in Pennsylvania, Delaware, New York, West Virginia, Missouri and Kansas. Its diversified businesses serve group customer and individual needs across the United States through dental insurance and other related businesses. For more information, visit www.highmark.com.