

Anne Baum
Lehigh Valley Executive and Vice President, Distribution Channels & Labor
Relations
Capital BlueCross

Anne Baum is the Lehigh Valley executive and vice president, distribution channels & labor relations for Capital BlueCross. In this capacity, she is the senior leader in the Capital BlueCross Lehigh Valley office. She also leads the network of over 5500 producers and is responsible for the plan's organized labor customers. Since joining the company in January 2010, Ms. Baum has been involved with strategic planning, operations, partnership development, community relations, corporate giving, sales, and account management throughout Capital BlueCross' eastern service area.

Ms. Baum is a member of the boards and executive committees of the Greater Lehigh Valley Chamber of Commerce, United Way, Lehigh Valley Economic Development Corporation, Girl Scouts of Eastern PA, Lehigh Valley Industrial Parks, Iron Pigs Charities, and Northampton Community College Foundation. She serves on the Lehigh University Health Systems Engineering Industry Advisory Council, the BCBSA National Labor Office Board and the Downtown Allentown Community Development Initiative.

Anne earned her BS in Biology from the University of Illinois, Champaign-Urbana, IL and her MS in Health Systems Management from Rush University, Chicago, IL. She is certified by the Protocol School of Washington as a protocol and etiquette consultant.