



**Martin R. (Marty) Gibbons,
CEBS, CRM, CRSP, ICD.D**

**Board Chair
Pacific Blue Cross
Burnaby, British Columbia**

Martin R. (Marty) Gibbons' passion for risk management, governance and workplace health and safety has inspired him to complete his Canadian Risk Manager (CRM), Canadian Registered Safety Professional (CRSP), and Certified Employee Benefit Specialist® (CEBS®) designations. He has also graduated from the Director Education Program, developed by the Institute of Corporate Directors–Rotman, receiving his ICD.D designation. Marty serves as chair of the Pacific Blue Cross Board of Directors, supporting its mission to improve the health and well-being of British Columbians. He is also a director on the BlueCross Life Board of Directors. In October 2022, Marty was elected director of the Columbia Shuswap Regional District, Area C. As the elected representative of Area C, he also represents his constituents on the Shuswap Emergency Program Policy Committee and the North Okanagan Shuswap Hospital District. In 2024, Marty was appointed to the International Foundation of Employee Benefit Plans Canadian Board. After graduating from high school, Marty sought work in the forest industry, where he worked as a tradesperson until being elected as the full-time local union president and business agent from 2004 until 2024.