



## **Cristy Castaneda**

### **Simply Healthcare Plans Florida's Director of Change Management**

Cristy Castaneda currently serves as Florida's Director of Change Management at Simply Healthcare Plans, an Elevance Health Company.

Some of Cristy's recent accomplishments include the strategic development of a Project Management Office, an Internal Communications model driving change for ~2K employees statewide, 3 recent successful acquisitions resulting in membership growth of ~95K members within 21-months and operationalizing Simply's first brick and mortar community resource room within 9 months.

Cristy also oversees the community outreach and marketing strategies by implementing meaningful partnerships with nonprofit 501c organizations, faith-based organizations, and other public and private entities to ensure Floridians have the health coverage they need.

Cristy serves as an active member Simply Healthcare's Foundation Committee whose goal is to provide grant and community funding through programmatic initiatives such as addressing food insecurities, COVID 19/Disaster recovery efforts, education/technology, mental health, isolation, domestic abuse/child abuse, workforce and education development, housing insecurities and human/basic needs.

Much of Cristy's leadership career has been spent as an accomplished executive with over 30 years of successful programmatic implementations and expansions supporting a myriad of industries to include healthcare, travel, aviation, banking and automotive.

Apart from Cristy's leadership at Simply, she is a wife, mom, caregiver and enjoys travel. She is passionate about humanizing the workplace, closing generational gaps, and mentoring youth.