

REBECCA (BECCA) PEARCE

Becca Pearce is a strong-willed executive who has spent most of her career in strategic and leadership positions within the health insurance arena – working for CareFirst BlueCross BlueShield and Kaiser Permanente. In 2011, she was chosen by Governor Martin O’Malley to be the CEO of the Maryland Health Benefit Exchange. After two years, she lost her job when the Maryland Health Benefit Exchange faced public setbacks. She went on to serve as a Vice President within the University of Maryland Medical System. Soon thereafter, she received a devastating health diagnosis that she had a massive brain tumor from which she has since recovered.

These personal and professional events instilled humility, a transformative view of vulnerability, and a deep appreciation for optimism within Becca. Recognizing the profound impact work stress had on her personal life, she discovered a new passion, helping others recognize their greatness, which inspired her to start Extend Coaching & Consulting. With expertise in navigating politically charged situations and a nuanced understanding of where emotions fit and don’t fit in today’s world, Becca helps leaders go from being influential to inspirational. Specializing in C-suite executives and business owners known for questioning the status quo, Becca helps them elevate their focus and pave the way to grow their businesses, so they can change the world.

Becca is an avid runner who lives in Towson with her husband, daughter and 4-legged office-mate.

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