



Bryce Martins

Regional Vice President, ParetoHealth

Bryce has been leading the charge for ParetoHealth in the New England market since January of 2023. As a Regional Vice President of Sales, Bryce is focused on bringing the captive program to employers to combat the rising cost of healthcare. Bryce is passionate in his mission to help employers break away from status quo and gain access to alternative and innovative solutions that will add value to their businesses and benefit offerings offered to their employees.

Prior to ParetoHealth, Bryce was a Sales Representative at Sun Life Financial from 2013 to 2016 where he became a Licensed Life, Health & Accident producer. From there he moved to Blue Cross Blue Shield of Massachusetts from 2016 to 2023 where he was an Account Executive in the small group market, a Senior Account Executive in the middle market, and a Sales Executive in the large market.

Bryce earned a Bachelor of Arts degree from Bryant University while also being a member of their Division 1 football program. He also holds an MBA degree from the University of New Haven. Outside of work, he enjoys spending time with his wife and mini dachshund.