Mayra Boitel is the Vice President, Chief Merchant of Alternative Formats for CVS Health, responsible for leading all merchandising activity within the Navarro Discount Drug and CVS Y Mas stores, as well as CVS’s Hispanic merchandising strategy on a national scale.

Mayra began her career with CVS Health as a pharmacist in New Jersey soon after graduating pharmacy school from St. John’s University College of Pharmacy, where she earned her Bachelors of Science degree in Pharmacy.

Throughout her 35 years with the company, she has held positions of increasing responsibility within the field organization. Mayra has continued her career growth and gained different market experiences having worked in various geographic locations across the United States - leading operations from the East coast to the South East. Mayra also gained experience in her role as a Store Operations Consultant for CVS Pharmacy during the acquisition of Navarro Discount Drug and most recently, assuming responsibility for Alternative Formats for CVS Health.