

Chief Marketing Officer

Witt/Kieffer is thrilled to announce a Chief Marketing Officer search we have just launched with Geisinger Health in Danville, PA. Since Dr. David T. Feinberg stepped into the CEO's role in 2015, Geisinger has undergone a period of unparalleled growth, navigating the changing dynamics of healthcare and the competitive landscape. Dr. Feinberg brings extensive experience in healthcare leadership and patient-centered care. We are looking for a transformative leader who will grasp the opportunity "to shape the future, instead of being shaped by a volatile healthcare environment."

We are seeking a Chief Marketing Officer who will be at the forefront as Geisinger seeks to fundamentally change how care is delivered and paid for, while bringing extraordinary value to patients, payers, providers and regional employers. This new role within the organization requires an accomplished leader, someone who is bold and strategic with strong research, analytical, communications and execution skills. Serving in a highly visible capacity, this individual will play a critical role assisting the CEO and leadership team with selling an integrated care experience in the marketplace. The CMO reports to the Executive Vice President, Chief Strategy Officer, Dominic Moffa and will oversee 70 FTEs, with responsibility for a budget of \$18 million. She/he will work across the enterprise, driving complex, visible, system-wide initiatives while leading a skilled communications team and collaborating with a large contingent of internal and external stakeholders. The Chief Marketing Officer will seek to differentiate Geisinger Health to successfully compete on key dimensions such as improving patient and member experience, delivering exceptional value to patients or members through enhanced care and service, while maintaining high quality and financial accountability.

The successful candidate will have a minimum of ten years of progressive executive leadership in the Marketing arena in a fast-paced, transformative industry. Candidates must show evidence of their ability to quickly grasp the mission, purpose, regulatory and other complexities, and trends unique to the healthcare industry. She/ He must also have demonstrated success driving campaigns that delivered on transformative goals. History expanding the reach and value of an institution's brand is key. This is an inspirational servant leader with a focus on conceptualizing large game-changing possibilities, providing the stewardship to bring them to light, while also committing the tools, training and mentoring to bring about personal/professional growth across the team.

A full Leadership Profile detailing the opportunity can be found at www.wittkieffer.com .

Please direct all nominations, expressions of interest and applications via email to the Witt/Kieffer executive search consultants supporting Geisinger in this search to: GeisingerCMO@WittKieffer.com .