

Vice President of Corporate Communications, Marketing and Outreach (VP, CCMO)

Charlotte, NC -- Witt/Kieffer has been retained by Carolinas HealthCare System (CHS) out of Charlotte, North Carolina to assist them in the search for a Vice President of Corporate Communications, Marketing and Outreach (VP, CCMO).

CHS offers a full continuum of care options in more than 900 care locations and across 39 hospitals. The System includes 200+ primary care locations, 30+ urgent care locations, more than 20 emergency departments, 6 freestanding emergency departments, and the region's only Level I trauma center. This system of care offers preventive care and general wellness, specialty care via several nationally recognized service lines, critical care with one of the largest virtual (e-ICU) programs in the nation, and continuing care including home health, skilled nursing, hospice, palliative care, inpatient/outpatient rehabilitation, and long-term acute care.

The VP, CCMO will play an instrumental role in CHS's continued transformation and will be charged with driving the communications and marketing strategy across all aspects of the system. This leader will establish the CCMO organization as best-in-class, partnering with CHS business leaders to enable growth across the enterprise.

Candidates should have a minimum of ten (10) years of experience as an executive communications or marketing leader with demonstrated career progression. Candidates will also bring a deep understanding of best practices in communications and marketing across the industry and while not required, healthcare industry experience is a plus. The ideal candidate will be self-motivated, authentic, and be both a tactician and a strategist.

Inquiries, nominations, or interest will be kept confidential and should be directed to Donna Padilla or Jason Petros of Witt/Kieffer at Jasonp@wittkieffer.com or at 630-575-6156.