

## **Vice President, Enterprise Marketing & Communications**

Organization: Carle Health System

Carle, a \$2.4 billion integrated regional health system in Champaign-Urbana, Illinois, has retained Witt/Kieffer to assist in the recruitment of the Vice President, Enterprise Marketing & Communications.

The CEO, Dr. James Leonard is leading Carle through a period of unparalleled growth, navigating the changing dynamics of healthcare and the competitive landscape. To accomplish these exciting initiatives, Carle is seeking a Vice President, Enterprise Marketing & Communications, a newly structured leadership role within this dynamic organization.

This Vice President will be at the forefront as Carle seeks to fundamentally change how care is delivered and paid for while bringing extraordinary value to patients, payers, providers, regional employers and students. In addition to the network of hospitals and providers, Carle also owns Health Alliance Medical Plans, making the system one of a few in the country to have an integrated managed care arm with more than 280,000 lives covered in 2018. In addition to many exciting initiatives, in 2018, The Carle Illinois College of Medicine accepted the first class of medical students. This is the world's first engineering-based college of medicine, and the new VP will be instrumental in messaging this.

The Vice President, Enterprise Marketing & Communications will play a critical role assisting the senior leadership team with selling an integrated care experience in the marketplace, drawing upon his/her sphere of influence and strategic marketing tools. The Vice President, Enterprise Marketing & Communications will have the opportunity to profoundly affect the overall direction and delivery of Carle's services, serving in a highly visible internal and external capacity. Superior judgment, values, creativity and the ability to thrive in a highly complex and deeply-matrixed environment will be several keys to this position's success.

Please direct all nominations, expressions of interest and applications via email to the Witt/Kieffer executive search consultants supporting Carle in this important search to: [mwelch@wittkieffer.com](mailto:mwelch@wittkieffer.com) .