

## **Chief Marketing Officer, Jupiter Medical Center**

Jupiter Medical Center (JMC) seeks a dynamic, innovative, experienced marketing leader to serve as its next Chief Marketing Officer (CMO). This is a unique opportunity to join a well-positioned, highly respected not-for-profit independent healthcare system located in Jupiter, Florida, a highly desirable and attractive community with 62,000 residents in northern Palm Beach County.

Jupiter Medical Center is a 327-bed regional medical center with \$280 million net revenue uniquely positioned in a competitive region that is one of a few independent, locally-governed health systems. JMC enjoys a dominant market share in its primary service area, which is a competitive and sophisticated market with discerning consumers. This is an exciting time of growth and opportunity for Jupiter Medical Center. The organization is in a \$300 million capital campaign and is constructing a new, five-story patient tower. JMC is investing in growth opportunities and expanding access across the region to provide truly exceptional healthcare.

Candidates will be accomplished marketing leaders who are results-driven, have a deep focus on analytics, be experienced in brand-building and the development and execution of strategic marketing plans which span traditional, digital and new media sources. The Medical Center will entertain a broad range of candidate profiles, including those who would bring senior marketing experience gained within healthcare organizations, consulting experience, and those who have a blend of healthcare and experience from within other service-related industries. The next CMO will work closely to coordinate between the Foundation and marketing and communications, ensuring a consistent and aligned approach to JMC's brand.

This is a truly outstanding opportunity to join a well-regarded, highly successful community health system that is well-positioned strategically, clinically and financially. To request additional information or to further discuss the opportunity, please direct all nominations, expressions of interest and/or resumes to Paul Bohne, Sarah Zielke, or Randy Dietrich at [JupiterChiefMarketing@wittkiewer.com](mailto:JupiterChiefMarketing@wittkiewer.com) or 630-575-6701.