

Delta Dental of Arizona (DDAZ) has retained WittKieffer to assist in the recruitment efforts for their next Vice President (VP), Marketing and Communications.

DDAZ is the market leader in Arizona and is recognized for its network strength, community benefit, and commitment to making dental coverage accessible to a wide variety of employers, groups, and individuals. As a part of the Delta Dental Plans Association (DDPA) portfolio of member companies, the DDAZ VP has a highly collaborative relationship with the other DDPA Member Companies on all matters that pertain to advances in oral health and dentistry.

Under the leadership of the Chief Executive Officer, it's expected that the VP will bring a strategic marketing approach and experience delivering influential communication programs. The State of Arizona continues to carve out a place for itself as a boon for building sustainable businesses and tech startups, being noted as one of the best business climates, including growth in semiconductors, aerospace/defense, and solar power, to name a few. Additionally, Arizona recorded the 2nd fastest growing population in the nation in 2020, with more than 60% of the population under 54 years old. This represents an ongoing opportunity for Delta Dental to expand its brand and build upon its already strong market share.

The next leader will be responsible for the development of compelling value propositions and winning strategies based on data-driven customer and competitor insights, creative market segmentation, differentiated product development, crisp positioning and effective go-to-market strategies. The VP will be accountable for external and internal communication channels including, Communication Strategy, Public Relations, Social Media, Web, Print and Direct Marketing.

Confidential inquiries, nominations and expressions of interest can be submitted to the WittKieffer Candidate Portal by clicking [here](#). For additional questions, please contact the consultants supporting this search, Jason Petros through the office of Taeler Kaufmann, preferably via email at [tkaufmann@wittkieffer.com](mailto:tkaufmann@wittkieffer.com) or (630)-575-6157.

*Delta Dental of Arizona values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.*