

CentraCare, in partnership with WittKieffer, is conducting a national search for a Senior Vice President, Chief Marketing and Communications Officer (CMCO). This is an exciting opportunity to develop and implement marketing and communications strategy in a rapidly growing health system committed to providing the best care to its community and developing the next generation of rural providers through a new, innovative partnership.

CentraCare is a \$1.85 billion integrated health system with more than 12,500 employees and providers, serving ten hospitals (one of which is under a management agreement) and 30 clinics across central and southwestern Minnesota. CentraCare has enjoyed a long history of clinical excellence, a strong financial position, and significant market share in the communities it serves.

Reporting directly to the Executive Vice President and Chief Operating Officer of CentraCare and President of St. Cloud Hospital, the CMCO has direct oversight and accountability for the development and implementation of CentraCare's marketing and communications strategy. The CMCO has a dotted line reporting relationship to the President and CEO of CentraCare, and they will be charged with assessing the current state of the function and reorganizing the department to ensure proper alignment across the system. This executive will also play a key role with the new medical school serving as the lead point of contact for all marketing and communications.

The CMCO must be an inclusive, equity-minded leader with the ability to connect with audiences of different backgrounds and experiences to improve reach and drive engagement, both internally and externally, with broad functional experiences in the areas of communications, brand marketing, media and public relations, market research, market presence and positioning, strategies to support market growth, customer relations management (CRM), data driven marketing (DDM).

Confidential inquiries, nominations and expressions of interest can be submitted to the WittKieffer Candidate Portal by clicking <https://apptrkr.com/5338712>. For additional questions, please contact the consultants supporting this search, Jim King, and Keshia Harris through the office of Taeler Kaufmann, preferably via email at tkaufmann@wittkieffer.com or (630)-575-6157.