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Suzanne is Vice President & Chief Marketing Officer of Penn Medicine, a Top 10 health system and \$8B clinical and research enterprise. She has worked in marketing, strategic planning, and business development in health care for more than 25 years.

Her previous roles included CMO and strategic leadership positions for three other academic medical centers, IBM Watson Health, the American Enterprise Institute (a public policy think tank), and the National Wildlife Federation. She started her career working as a staffer on Capitol Hill.

Suzanne is a lecturer at the Wharton School in Strategic Brand Management, Healthcare, and Marketing, and is a frequent presenter at marketing and technology conferences. She received her BA from Penn State University in Foreign Service and International Politics.

Suzanne was inducted into the Healthcare Internet Hall of Fame in 2017.