Moderator: Mary E. Maloney, FACHE, Founding CEO/Brand Strategist, Revealing Genius LLC

Our moderator is newly certified Fellow of ACHE and a brand strategist specializing in expeditiously transforming brands for the healthcare industry.

Serving as a CEO and Chief Marketing Officer, she’s led repositioning, messaging and branding initiatives to capture national and global market share on both the client and agency side for global and iconic payers and providers including Mercy Health System, Penn Medicine, Blue Cross Blue Shield, Intuit, Centene and The Center for Creative Leadership.

Guiding teams of social media experts, she’s leveraged the power of private social networks to put companies “on the map” and to prepare private-equity-backed healthcare tech firms for transaction.

She does this by aligning organizations internally to scale and creating buzz and demand for new product launches that substantially increase customer loyalty and outpace midmarket competitors.

She sold her first business, a medical marketing communications firm, at age 32. She’s passionate about the power of mentorship and lifting up women professionals.

As principal for Revealing Genius LLC, she now guides C-Suite executives, founders, physicians and board members across the healthcare ecosystem using the Excavate-Tell-Affirm™ process, to effectively articulate their expertise and their “why” to rapidly achieve the fulfillment and impact they desire in their careers. An industry thought leader, she is the executive producer of The Great Work of Your Life, and speaks & writes often about the subject.

Her education includes Duquesne University, Villanova University and The Wharton School at the University of Pennsylvania. She facilitates the Brand Certification for executives for Cornell University. Please welcome our moderator, Ms. Mary E. Maloney.

Panelists

Amy Ferguson is a brand strategy innovator specializing in healthcare. With a foundation as a former TV/radio news anchor and media relations expert, she swiftly transitioned into an executive strategic communications role, leveraging her keen insights and storytelling prowess to drive organizational success. Throughout her career, Amy has built and led high-performing marketing and communications teams, instilling a culture of excellence within mission-based organizations including AHIMA and the American Cancer Society. She translates lessons with powerful stories to create legacy-leaving impact, deploying them in cross platform marketing to influence sweeping legislation and advance corporate priorities.For example, she facilitated the multi-media strategy that influenced legislation to enable Chicago and Illinois workplaces to become smoke free. During her tenure at NorthShore University HealthSystem spanning 16 years, Amy played a pivotal role in overseeing interactive marketing initiatives, including social media. She spearheaded the launch of the organization's first blog, "Healthy You,” attracting 1.2 million new users and it continues to thrive. The daughter of a military veteran and cancer patient, she advocates to honor those who overcame great struggle and made a profound difference in their worlds through her work with Catholic Charities, CASA of Cook County, Racial Equity & Social Justice Alliance and the Masonic Association of Service and Therapy Dogs. Amy holds a bachelor’s degree from Arizona State University, Walter Cronkite School of Journalism & Mass Communication. She has earned certificates from Northwestern University for brand strategy and most recently earned a certificate for completing the Revealing Genius Brand Leadership Summit.

Colie Gutzler is a Managing Advisor at Jarrard Inc., a strategic healthcare communications consulting firm. She has more than a decade of experience with digital marketing communications and rich experience in diversity, equity, inclusion, and belonging initiatives.  
  
Gutzler's tenure includes social media and digital marketing, email and retention marketing, omnichannel campaigns, and strategic communications plans. She is passionate about DEIB, has facilitated diversity and inclusion workshops, and has served as a Diversity & Inclusion Advisory Council member and an active mentor.  
  
Gutzler earned her bachelor's degree in journalism from the University of Iowa and her master's in integrated marketing communications from Northwestern Medill.

Melissa Meitz, MPH

Director, Referral Development and Marketing

Melissa currently leads Marketing and Referral Development at Mary Free Bed Rehabilitation Hospital in Grand Rapids, Michigan. She joined Mary Free Bed in 2012 and has served the organization in many capacities including marketing, business development and outpatient operations. Melissa has held previous positions at Michigan Community Blood Center (now Versiti Blood Centers) and was a senior product manager at Priority Health.

Melissa has a bachelor’s degree in health communications and received her master’s in public health through Grand valley State University in 2017. She is an adjunct professor at GVSU where her experience in the classroom gives her an opportunity to interact with our future health care leaders.

Melissa is a member of the Leadership Grand Rapids class of 2024. She participates in the Athena Action Committee and serves on the Executive Leadership Team for the Grand Rapids chapter of the American Heart Association.