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CONNECTICUT CHILDREN'S MEDICAL CENTER NAMES NEW VICE PRESIDENT & CHIEF MARKETING OFFICER

HARTFORD, Conn. - Connecticut Children's Medical Center has named Audrey Wise as the new Vice President & Chief Marketing Officer. Ms. Wise will assume her responsibilities as VP & CMO on September 26, 2016.

Ms. Wise is an accomplished professional with more than 30 years of marketing and public relations experience spanning healthcare, public relations agencies and fundraising organizations. Since 2012, Audrey has served as the Associate Director of Marketing and Communication for the Yale New Haven Health System. Prior to that she spent nearly 17 years as the Director of Marketing for Bridgeport Hospital.

Her many accomplishments there included launching a corporate brand at the time of the affiliation with Yale New Haven Health System, reorganizing an existing public relations department into a full-service marketing function, implementing a return on investment evaluation of marketing initiatives and launching numerous clinical product lines including Children's Emergency Center, Level One Trauma Center, Sleep Center, Weight Management Center and The Norma F. Pfriem Cancer Institute.

Prior to her work at Yale New Haven, Ms. Wise also worked as the Director of Client Services and Corporate Responsibility Programs at Lovio.George.Inc in Detroit, Michigan.

"In order to thrive as a children's hospital, you need a strong marketing department with the skills and talent to help build a national presence," said James E. Shmerling, DHA, Connecticut Children's President and Chief Executive Officer. "Since our inception twenty years ago, Connecticut Children's has become a household name in the Hartford community, but we are excited to extend that recognition beyond state lines and across the country. Audrey's vision will help us achieve that outcome."