

Valerie Hoven, MBA, PMP

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CORPORATE COMMUNICATIONS LEADER | MARKETING STRATEGY | PROJECT MANAGEMENT

Award-winning, values-driven communications and marketing leader with diverse and progressive experience in growth strategies, reputation management, employee engagement, and empowering teams. A trusted advisor focused on building and delivering complex brand and people strategies to improve operational performance, grow revenue, and increase engagement.

- Highly experienced LEAN certified project management professional dedicated to continuous improvement, simplification, and innovation
- Trusted C-Suite advisor who provides proven council and flawless execution on programs that address a wide spectrum of business challenges, including leadership transitions, crisis situations and acquisitions
- Collaborative and experienced people leader committed to motivating and developing talent; Effective in building cross functional relationships

PROFESSIONAL EXPERIENCE

RANKEN JORDAN PEDIATRIC BRIDGE HOSPITAL, St. Louis, MO

2018-Present

Rapidly growing hospital with 500+ employees serving children living with medical complexities.

Director of Marketing and Communications

Senior leader directing strategic marketing, communications, and public relations functions across a high-growth pediatric hospital. Spearhead the development and execution of transformation initiatives, overseeing a broad portfolio of strategic and operational communications, organizational design, brand strategy, and employee engagement programs.

- **Strategic Transformation & Operational Leadership:** Architected and led strategic initiatives for organizational redesign and workforce expansion, including pioneering a Rapid Improvement Event that increased patient acceptance rates by over 20%. Direct operational execution of the hospital's growth strategy, including development and management of actionable plans across all functions.
- **Employee Engagement & Culture:** Launched Gallup engagement survey and comprehensive communication strategy, achieving year-over-year engagement score improvements across all categories. Designed a suite of internal communications tools, including an intranet and weekly e-newsletter, fostering alignment and increasing transparency organization-wide.
- **Crisis & Incident Management:** Established and led the hospital's first command center during the COVID-19 pandemic. Directed communications during executive transitions, the pandemic, and other critical situations, strengthening trust and transparency with all stakeholders.
- **Brand & Community Influence:** Amplified media presence by 137%, positioning hospital leaders as industry thought leaders and strengthening media relationships. Relaunched the hospital's website from a dozen pages and PDFs to a 100+ page digital asset with a virtual tour, boosting brand engagement and digital performance.
- **Executive Leadership in Community Relations:** Oversee strategic partnerships and engagement with legislative and advocacy organizations, local charities, and non-profits, and manage external contributions and memberships to enhance community presence.
- **Marketing & Talent Acquisition:** Lead hospital branding and high-impact marketing campaigns, leveraging digital advertising, social media, and SEM to boost donor engagement and attract new talent during the hospital's workforce expansion phase.

SSM HEALTH, St. Louis, MO

2015-2018

Fully integrated health system organization throughout the Midwest, includes 23 hospitals, more than 650 physician offices and other outpatient and virtual care services, 12 post-acute facilities, comprehensive home care and hospice services and pharmacy benefit company.

Regional Marketing Manager

Executive marketing leader overseeing brand strategy, market growth, and cross-functional integration across eight hospitals and over 60 medical group locations, including 26 Walgreens-based express clinics. Reported to the system chief marketing officer, managing a \$6M budget, six direct reports, and multiple agency partnerships.

- **Strategic Market Expansion & Launch Leadership:** Spearheaded the launch of 26 SSM Health Express Clinics at Walgreens, marking the region's first retail healthcare service. Collaborated with Walgreens corporate on seasonal advertising campaigns and produced the second-highest performing SEM campaign to date.
- **Revenue Growth & Provider Optimization:** Championed the provider productivity KPI, devising tailored growth plans and standardized workflows that increased new primary care provider productivity by 60% within two years. Drove orthopedic service line revenue by \$12M through targeted digital remarketing strategies.
- **Acquisition Integration:** Led the marketing integration for the acquisition of Saint Louis University Hospital, the health system's first adult academic medical center, aligning brand and growth strategies across newly combined teams.
- **Data-Driven Marketing & Consumer Engagement:** Built CRM-driven campaigns that directly led to hundreds of new appointments and measurable growth. Innovated SEM strategy to increase click-through rate while reducing cost-per-click, resulting in significant cost savings.
- **Market Positioning & Brand Advocacy:** Achieved top regional ranking for primary care through digital strategies, brand awareness efforts, and a strategic provider onboarding process that improved productivity by 30% year-over-year.

MISSOURI BAPTIST MEDICAL CENTER, Town and Country, MO

2012-2015

A member of BJC HealthCare, one of the largest nonprofit health care organizations in the United States. BJC HealthCare has ranked as one of the top workplaces among large employers.

Marketing & Communications Manager/ Interim Director

Strategic leader overseeing comprehensive marketing, branding, and communications for a 2,200-employee medical center. Directed brand management, digital presence, internal communications, and media relations with accountability for a \$1M budget and a team of five.

- **Brand Strategy & Market Leadership:** Created and implemented an integrated brand management strategy, driving increased awareness, patient preference, and market share for the hospital's services. Developed high-impact marketing campaigns across digital, broadcast, and traditional media, including social media, SEM, and direct mail.
- **Internal Communications & Employee Engagement:** Established a lean weekly tracking system for employee communications effectiveness. Created templates and communication toolkits for consistent messaging, empowering department leaders to communicate effectively.
- **Public Relations & Crisis Communications:** Served as Public Information Officer, managing internal and external incidents including executive turnover and public health crises, maintaining compliance and mitigating reputational risk.
- **Service Line Development & Patient Engagement:** Spearheaded the creation of MoBap Baby, a specialized maternity brand and digital platform, to position Missouri Baptist as the premier destination for childbirth in St. Louis. Directed the launch of a new microsite and mobile app featuring an interactive birth plan, which improved patient engagement and increased conversions. Achieved a 60% rise in tour-to-delivery conversion rates, securing MoBap's ranking as the second-busiest birthing center in the metro area.

BARNES-JEWISH HOSPITAL, Saint Louis, MO

2008 - 2011

Academic medical center and the flagship of BJC HealthCare, one of the largest employers in Missouri.

Marketing and Public Relations Specialist

Led comprehensive internal communications and digital marketing initiatives, advancing the hospital's online and intranet presence while ensuring brand consistency and fostering stakeholder engagement.

- **Change Management & Enterprise Communications:** Designed the award-winning "Geek Speak" campaign at Barnes-Jewish Hospital to support the adoption of 12 new patient care software systems across 10,000 employees and 1,200 physicians. This included organizing a "Geek Fair" event with 500+ attendees and 100+ volunteer super users, creating engaging, user-friendly materials, and achieving 100% user adoption. The campaign was recognized with an honorable mention by the American Association of Academic Medical Centers and was presented at two national conferences.
- **Digital Strategy & Web Presence:** Spearheaded the redesign of *barnesjewish.org*, resulting in a 32% increase in page views. Oversaw creation and updates for hundreds of web pages, microsites, and digital assets, optimizing online engagement.
- **Intranet Relaunch & User Experience:** Directed a full intranet relaunch, doubling homepage traffic by improving user experience and global navigation. Designed templates and conducted comprehensive "Voice of the Customer" research to align intranet functionality with employee needs.

GRAYBAR ELECTRIC, Saint Louis, MO

2007 - 2008

Publications Coordinator

NESTLÉ PURINA, Saint Louis, MO

2006 - 2007

Communications Specialist

EDUCATION | CERTIFICATIONS | SKILLS

Master of Business Administration, WASHINGTON UNIVERSITY, Olin Business School, St. Louis, MO

Bachelor of Arts in Journalism and Mass Communication, DRAKE UNIVERSITY, Des Moines, IA

Project Management Professional (PMP), Project Management Institute

LEAN Facilitator, certified by BJC HealthCare

Project Management: AtTask/WorkFront, Trello, Basecamp, Planner

Technical: Salesforce; Canva; Google Analytics; Adobe Creative Suite; SharePoint; Microsoft Office.

PROFESSIONAL ASSOCIATIONS | COMMUNITY INVOLVEMENT | AWARDS

American College of Healthcare Executives (ACHE), Member

Missouri Association for Healthcare Public Relations and Marketing, Board Member

Washington University Olin Business School, Advisory Council Member, Alumni Reunion Chair

Jacoby Arts Center, Vice President and Treasurer for the Board of Directors, 2024-Current

Make-A-Wish Foundation, Wish Granter, 2007-2020

St. Louis Heart Transplant Association, Former Board Member

Dogtown United, Vice President and Founding Board Member, 2017-2018

Creve Coeur Sailing Association, Former Board Member

Missouri Hospital Association, Show-Me Excellence Award Winner, 2019, 2020

Association of Academic Medical Centers "Honorable Mention, Marketing Campaign," 2009

Aster Awards "Silver, Internal Newsletter Series," 2009

Missouri Association of Publications, "Best Magazine Issue, Corporation," 2008

St. Louis International Association of Business Communicators, "Best Publication," 2008