

Marketing Executives Compensation
2013.10.10

Title	State	Region	Type of Community	Beds	Salary	Sal Date	Bonus %	OrgType
Chief Development Officer	AL	SouthEast	Medium City	501	\$110,000	10/1/2013	12%	System
Vice President Corporate Communications	AZ	West	Metro	200	\$132,000	10/1/2013	15%	System
Director Of Marketing Services	CA	West	Rural	191	\$128,000	1/31/2013	15%	Hospital
Director, Marketing, Physician and Community Relations	CA	West	Medium City	101	\$73,000	10/1/2013	0%	Hospital
Regional Manager, Digital Enterprises	FL	SouthEast	Rural	600	\$98,000	9/24/2013	3%	System
Director of Marketing Services	FL	SouthEast	Medium City	70	\$140,000	9/23/2013	30%	ECO
Director of Marketing Services	FL	SouthEast	Medium Town	206	\$110,000	1/31/2013	0%	Hospital
Vice President Planning & Marketing	FL	SouthEast	Small Town	500	\$209,000	1/31/2013	10%	Hospital
Director of Marketing and Communications	IA	Midwest	Medium City	501	\$92,000	10/1/2013	7%	Health System
Director of Foundation	IA	Midwest	Medium Town	175	\$60,000	1/31/2013	0%	Hospital
Co-Director of Public Relations	IA	Midwest	Small City	772	\$108,000	1/31/2013	10%	AMC/COTH
Director of Marketing and Communications	IL	Midwest	Small City	140	\$128,000	1/31/2013	15%	System
Consultant	IL	Midwest	Metro	zzNone	\$95,000	1/31/2013	15%	Media
Director Marketing and Public Relations	IL	Midwest	Metro	183	\$105,000	10/1/2013	10%	Hospital
Consultant	IL	Midwest	Medium Town	zzNone	\$90,000	1/31/2013	0%	Consulting
Chief Relations Officer	IL	Midwest	Medium City	542	\$200,000	10/1/2013	15%	Hospital
Director Of Marketing Services	IN	Midwest	Medium Town	227	\$78,000	1/31/2013	0%	Hospital
Coordinator of Marketing	KS	Midwest	Medium City	378	\$80,000	1/31/2013	0%	Hospital
Marketing Manager	KY	SouthEast	Medium Town	385	\$100,000	1/31/2013	0%	System
Director of Public Relations	KY	SouthEast	Big Town	161	\$112,000	10/1/2013	4%	Hospital

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Division Director of Public Relations	KY	SouthEast	Large City	1379	\$200,000	1/31/2013	20%	Hospital
Director Of Marketing & Physician Relations	LA	SouthEast	Small Town	60	\$55,000	10/1/2013	1%	Hospital
Manager, Marketing & Public Relations	MI	Midwest	Medium Town	94	\$52,000	10/1/2013	1%	Hospital
Director Development Services	MI	Midwest	Medium Town	94	\$135,000	10/1/2013	20%	Hospital
Director, Communications and Pubic Relations	MI	Midwest	Small Town	390	\$115,000	9/25/2013	0%	Hospital
Vice President for Communications & Marketing	NC	SouthEast	Large City	425	\$153,000	10/1/2013	30%	System
Director, Planning and Market Research	OH	Midwest	Medium City	489	\$76,000	1/31/2013	0%	AMC/COTH
Direcotr of Marketing	OH	Midwest	Medium City	400	\$120,000	1/31/2013	10%	System
Director Of Public Relations	OH	Midwest	Big Town	328	\$112,000	1/31/2013	10%	Hospital
Marketing Consultant	OR	West	Medium City	500	\$73,000	10/1/2013	0%	System
Director Digital Marketing	PA	NorthEast	Suburb	501	\$87,000	10/1/2013	3%	System
Director of Regional and National Clinical Marketing	PA	NorthEast	Medium City	4000	\$120,000	10/1/2013	15%	AMC
Chief Marketing Officer	SC	SouthEast	Medium City	596	\$172,000	10/1/2013	2%	AMC/COTH
Director Marketing	TN	SouthEast	Large City	275	\$130,000	10/1/2013	8%	Hospital
Director of Community and Physician Services	TN	SouthEast	Small Town	286	\$96,000	10/1/2013	20%	System
Regional Director of Marketing and Sales	TN	SouthEast	Medium City	350	\$85,000	10/1/2013	10%	System
Director of Community Development	TN	SouthEast	Medium Town	109	\$78,000	10/1/2013	18%	Hospital
Director Marketing Communications	TX	SouthCentral	Metro	111	\$75,000	1/31/2013	0%	Manufacturing
Associate Vice President for Marketing	TX	SouthCentral	Metro	450	\$190,000	10/1/2013	20%	AMC/COTH
Marketing Manager	TX	SouthCentral	Metro	600	\$130,000	1/31/2013	20%	System

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Director of Marketing Services	TX	SouthCentral	Medium City	396	\$145,000	1/31/2013	10%	Hospital
Marketing Manager	WA	West	Small Town	101	\$95,000	1/31/2013	0%	Hospital
Director of Communications	WA	West	Small City	226	\$115,000	10/1/2013	0%	System
Director Of Corporate Marketing	WV	SouthEast	Big Town	189	\$124,000	1/31/2013	0%	Hospital