

Mark Bohan, MBA

Senior Vice President & Chief Marketing and
Communications Officer

Beaumont



Mark Bohan is senior vice president and chief marketing and communications officer at Beaumont Health, Michigan's largest health care system.

In this role, Bohan is responsible for providing strategic and operational leadership for Beaumont's marketing and communication functions. This includes growing and managing Beaumont's brand and reputation and leading marketing data analytics, digital marketing, consumer research and insights, creative services and content, media relations and internal communications.

Before joining Beaumont in 2016, Bohan was a member of the executive team at Assurant, Inc., a Fortune 300 specialty insurance company based in New York, New York with a focus in health care. He served as senior vice president, Marketing and Innovation, for nine years. Prior to this, Bohan served as senior vice president of Marketing and Customer Relations in Assurant's Employee Benefits division in Kansas City, Missouri; as vice president of Consumer Marketing for McCain Foods, Inc. in Toronto; and as a brand manager for Nabisco Biscuit Company in East Hanover, New Jersey.

Bohan earned his Master of Business Administration from Duke University and a bachelor's degree in Marketing from Syracuse University.

Beaumont Health is a not-for-profit organization formed in 2014 to provide patients with greater access to compassionate, extraordinary care, no matter where they live in Southeast Michigan. It consists of eight hospitals with 3,429 beds, 145 outpatient sites, nearly 5,000 physicians, 38,000 employees and 3,500 volunteers. In 2018, the organization had \$4.7 billion in net revenue with nearly 178,000 inpatient discharges, 572,000 emergency visits and 18,000 births. Learn more at Beaumont.org.