

## 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, based on inpatient admissions and net patient revenue.

In this role, Bohan is responsible for providing operational and strategic leadership for Beaumont's marketing and communication functions. This includes ensuring Beaumont delivers on its brand promise to patients, families and communities; leading digital and communications strategies; overseeing organizational messaging; and engaging internal and external stakeholders through a comprehensive marketing plan.

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 major 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 by Beaumont Health System, Botsford Hospital and Oakwood Healthcare to provide patients and families with compassionate, extraordinary care, no matter where they live in Southeast Michigan. It consists of eight hospitals with 3,429 beds, 174 outpatient sites, nearly 5,000 physicians, 38,000 employees and 3,500 volunteers. In 2016, the organization had \$4.4 billion in net revenue with nearly 178,000 inpatient discharges, 568,000 emergency visits and more than 17,500 births. Learn more at [Beaumont.org](http://Beaumont.org).