

## **CYNTHIA CIFUENTES**

### **Vice President, Marketing, Communications and Community Relations for the Mid-Atlantic region**

Cynthia Cifuentes brings over 20 years of experience to her role as Vice President of Marketing, Communications and Community Relations for the Mid-Atlantic region. As vice president, Cynthia is accountable for promoting and protecting the Kaiser Permanente brand and elevating strategies in marketing, communication, brand and creative services, community relations, and community health to support the acceleration of Kaiser Permanente's growth imperative in DC, Maryland, and Virginia.

In 2011, Cynthia started her career in health care at Kaiser Permanente in Member Marketing Communications for the national headquarters based in Oakland, CA. Supporting enterprise-wide initiatives in marketing, communications, and strategic planning, Cynthia led large-scope innovation initiatives such as the launch of the health care system's first retail clinic and first mobile health vehicle—known as a medical office on wheels—for Southern California. In 2014, she was first promoted to director, then senior director, of Public Affairs and Brand Communications. In this position, she led strategic planning for all public affairs functions including change management initiatives, marketing and communications strategy, crisis and issues management, business to business communications, and government and external affairs for Kaiser Permanente hospitals in Los Angeles, CA.

She serves as chair for the annual Heart Walk for the American Heart Association for the DC Metro area.

In her free time, she enjoys staying active with hiking, yoga, and riding on her Peloton. She and her husband Marc reside in Maryland with their two young children.

### **WORK EXPERIENCE**

In the first decade of her career, she held various leadership roles in public relations within the entertainment industry, leading international campaigns, and ushering in the globalization of new products within the Spanish language division of NBC Universal for North and South Americas. Prior to NBC Universal, she led national publicity and marketing efforts with renowned film studios including Twentieth Century Fox, Sony, and Paramount Studios.

### **EDUCATION**

Cynthia holds a Bachelor of Arts degree in journalism from University Nevada, Las Vegas and a Master of Business Administration from Mount Saint Mary's University, Los Angeles.