

# Marti Jones



Marti Jones, Consulting Vice President, brings more than 20 years of integrated communications experience from world-renowned nonprofit organizations. Marti's career has grown from raising awareness and funds for the American Red Cross before and after 9/11 to leading strategy for brands such as Mayo Clinic, Duke Health, and M Health Fairview, which included communications for change management and COVID-19.

Marti led the strategy for communications and marketing to advance Mayo Clinic's clinical, philanthropic, and research efforts. She was the chief architect of its first-ever \$30-million strategic plan to increase brand performance and generate demand to solidify the clinic's position as the leading destination medical center.

Marti oversaw the communications and launch for Mayo's \$3-billion philanthropic campaign, leveraging research, events, digital media, and media relations. She also rebuilt a division by recruiting a team with digital and content marketing experience.

Duke Health received a strategic development plan from Marti to achieve its goal of \$100 million. Marti's messaging portfolios are supported by her academic background and proven methodology, as she taught writing at the University of Minnesota and honed her craft at UnitedHealth, UCare, and Hill & Knowlton.

Marti received her master's degree in public affairs and administration from George Washington University and Bachelor of Arts degrees in communications and psychology from Augustana University.

Marti currently serves as a board member on the Minnesota Commission on National and Community Service and Retrieve a Golden of the Midwest.