



# Is Rome Burning? The Future of CMOs

*Tanya Andreadis, Chief Marketing, Communications & Digital Officer, University of Miami*

*Matt Gove, Chief Growth Officer, Quick MD*

*Vic Reiss, Chief Consumer Officer, UNC Healthcare*

*Chris Bevolo, Chief Transformation Officer, BPD*



# Agenda

- Rome is Burning Primer
- The Future of the CMO Study
- Five Opportunities for CMOs
- Three Takeaways
- Q & A





Where there's smoke...

---



# The Triple Threat

Long-term  
financial  
pressures

Historic supply  
& demand  
crunch

Growing AI  
expectations

# How should CMOs respond to the situation?

- "Future of the CMO" study
  - Started with "Rome is Burning"
  - Two years of study
  - Dozens of CMO conversations
  - Multiple conference panels
  - Research including interviews with three dozen CMOs and a dozen CEOs
  - Retreat in December with 40 top leaders focused on this issue
- Result is focus on five opportunities for CMOs



# Opportunity One: Become the voice of the market

- Move beyond the VOC
- Help your leadership and board understand greater healthcare trends and dynamics beyond healthcare
- First your CEO, then your board



## Opportunity Two: Design your span of control

- The land grab – more is better
- The power of focus – less is better
- Either path can work if pursued with intention



## Opportunity Three: Reshape your organization's experience

- A story as old as time...
- Every organization suffers from fractured experience leadership
- Experience *could* be a real differentiator





## Opportunity Four: Make AI your friend

- Marketing, not IT, should own AI adoption
- Show the way with the marketing enterprise
- Don't stop at Edison thinking – be an Einstein thinker



## Opportunity Five: Continue to pursue financial impact

- Go big or go home
- Focus on varied ways of impacting revenue, such as patient loyalty
- Consider new approaches, such as a brand valuation



# Three Key Take-Aways

1. Watch for warning signs that your Rome may be burning
2. Find new ways for your function to bring value to the organization
3. AI, AI, AI







# Questions?

Please be sure to complete the session evaluation on the mobile app!

# Tanya Andreadis



**SVP, Chief Marketing,  
Communications, and Digital Officer**

University of Miami

[Tandreadis@miami.edu](mailto:Tandreadis@miami.edu)

As the Senior Vice President and Chief Marketing, Communications, and Digital Officer, Tanya is responsible for shaping and elevating the University's brand and reputation across healthcare, education, and research. She leads efforts to unify and amplify the institution's message, ensuring that students, patients, faculty, staff, and the broader community understand and experience the unique value and mission of the U. Previously, she served as Vice President for Patient Engagement and Chief Marketing Officer at Penn Medicine, where she led brand strategy, digital engagement, CRM, physician outreach, and integrated marketing functions to drive measurable growth.



# Matt Gove



**Chief Growth Officer**  
QuickMD

[matt@goveimpact.com](mailto:matt@goveimpact.com)

Matt Gove is Chief Growth Officer for QuickMD, one of the fastest-growing telehealth providers in the U.S. and the country's largest provider of medication-assisted treatment for patients with opioid use disorder. He previously served as Chief Marketing Officer for Summit Health-CityMD before its \$9 billion acquisition by VillageMD in 2023, and as Chief Consumer Officer for Piedmont Healthcare, where his team established a reputation as a national leader in consumer-centric marketing and digital experience design.



# Victor Reiss, FACHE



**Chief Consumer Officer**  
UNC Health

[Victor.Reiss@unchealth.unc.edu](mailto:Victor.Reiss@unchealth.unc.edu)

As Chief Consumer Officer at UNC Health, Victor Reiss leads enterprise strategy for consumer insights, growth marketing, brand, community engagement, and communications. Guided by his belief that the future of healthcare will be defined by how we honor people's time, he sees every moment returned to patients, families, and communities as an opportunity for healing, connection, and living more fully. Previously, he served as System Vice President of Growth Marketing and Consumer Insights at UNC Health. He has also held leadership roles at Cancer Treatment Centers of America and spent more than a decade at FedEx.

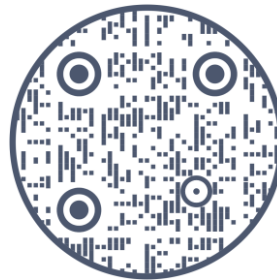


# Chris Bevolo



**Chief Transformation Officer**  
BPD  
[Cbevolo@bpdhealthcare.com](mailto:Cbevolo@bpdhealthcare.com)

Chris is the Chief Transformation Officer at BPD, where he helps healthcare organizations reimagine their roles, reinvent their businesses, and transform their impact. With more than 25 years of leadership experience, he has advised hospitals, health systems, and healthcare companies on strategy, brand, marketing, digital, and change management. Previously, Chris was CEO of Revive, a healthcare agency acquired by BPD in 2023. An award-winning author of seven books, he is also a frequent keynote speaker and featured presenter on healthcare transformation, organizational leadership, and the future of the industry.



Follow the QR code or URL for copy of this presentation, a copy of The Future of the CMO study, suggestions for immediate next steps and more.

