



**JIM UMBERGER**

**Vice President and Chief Marketing Officer**

**Hoag Memorial Hospital Presbyterian**

Jim Umberger is Vice President and Chief Marketing Officer. In this role, he is responsible for the marketing, corporate communications, and community outreach teams. He also supports the extensive efforts around the “One Hoag” vision and Hoag’s commitment to innovation as it relates to the patient experience.

Mr. Umberger brings significant experience in CRM and digital engagement to Hoag. He recently served as Head of Customer Engagement & Retention at eBay. Prior to that role, he worked in various leadership capacities for global organizations including Allergan, Walgreen Corporation and Starwood Hotels & Resorts. One of his early career stops was at creative agency Ogilvy. Ogilvy is renowned for its culture and reputation for developing marketing professionals. It was here that Jim played a critical role in the design and launch of the award-winning Starwood Preferred Guest loyalty program.

Mr. Umberger earned his Master’s in Business Administration from Pepperdine University.