

Paul Matsen

Chief Marketing Officer at Cleveland Clinic

Cleveland, OH, US

Paul Matsen oversees one of the most recognizable healthcare brands in the world

Paul Matsen joined Cleveland Clinic in 2006. He is responsible for all marketing and communications programs at Cleveland Clinic including global development of the brand; marketing of key clinical lines of service, regional and international locations and digital marketing. Mr. Matsen also leads Cleveland Clinic's Employee Communications and Public Relations departments. Prior to joining Cleveland Clinic, Mr. Matsen was most recently the Executive Vice President and Chief Marketing Officer of Delta Air Lines. At Delta, his accomplishments included the launch of the airline's first website, the launch of the SkyMiles frequent flyer program and the joint Delta/American Express credit card. He played a pivotal role in creating one of the leading airline alliances, SkyTeam, which included partners such as Air France, Continental and KLM Royal Dutch Airlines. He is active in the Cleveland community, serving on the boards of the United Way, Positively Cleveland and Hathaway Brown School. Mr. Matsen also serves on the Governing Council of the Regional Marketing Alliance of Northeast Ohio. Mr. Matsen began his career in New York, working at a number of leading advertising agencies including Grey and Young & Rubicam. He is a graduate of Rutgers University, N.J.

Keynote, Moderator, Panelist, Workshop

Health Care - Providers, Health Care - Facilities, Health and Wellness, Advertising/Marketing, Health Care - Services

Marketing in A Digital World, Brand Strategy, Digital and Social Media, Building Brand in Healthcare, Healthy Metrics

Cleveland Clinic

Brand Strategy

Because Cleveland Clinic's brand is known globally, its brand equity is highly valued. Mr. Matsen helps audiences identify the aspects of branding and shares how to build, manage and protect brand equity in an ever-increasing competitive marketplace. He also shares how patient and employee loyalty can be created and developed through marketing efforts and details how Cleveland Clinic established itself as an industry leader in healthcare digital and social media as well as media relations.

Rutgers University

BA

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