

# Molly Biwer

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## Chief Marketing Officer Emory Healthcare

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Molly Biwer is the Chief Marketing Officer for Emory Healthcare, Georgia's most comprehensive academic health system

Biwer is responsible for spearheading marketing and communications strategies across the organization, playing a key role in Emory Healthcare's ongoing growth and transformation. She oversees the creation of impactful marketing campaigns, developing a comprehensive communications strategy, and managing media relations to share Emory Healthcare's story with both internal and external audiences. Her efforts will also focus on raising awareness of Emory's core missions—patient care, education, research, and innovation—while advancing the use of technology and data analytics to enhance the patient journey.

Prior to Emory, Biwer held senior leadership roles at Mayo Clinic, where she served as Chair and Senior Vice President of Marketing and Creative Strategy, stewarding the brand globally. She previously served as Senior Vice President and Chief Communications Officer for Hallmark Cards, where she led global brand communications, public relations, government affairs, and community partnerships. Earlier in her career, she spent more than two decades at Carlson, overseeing communications for the global travel and hospitality group.

Biwer is a nationally recognized marketing and communications executive with more than three decades of experience leading brand strategy, enterprise communications, and strategic partnerships across health care, media, retail, and hospitality sectors.

Biwer is known for her deep expertise in integrated brand transformation, consumer and stakeholder engagement, crisis communications, and board-level strategy alignment. She has advised C-suite leaders through complex brand repositioning, M&A communications, digital experience innovation, and philanthropic brand alignment.

She has served on several nonprofit and corporate boards, including the Carlson School of Management, Women Corporate Directors, United Way, KC Rising, and Twin Cities PBS. Her board service is distinguished by her ability to bring cross-industry insight, brand reputation expertise, and a commitment to purpose-driven leadership.

Molly is a frequent speaker on brand strategy, women in leadership, and the future of enterprise communications.

She was recently recognized by *The Wall Street Journal* as a visionary in marketing and honored as a MTM Innovator by Marketers That Matter.

Biwer earned her Bachelor of Science degree in Marketing Education from the University of Minnesota.