

# Craig Diamond

310.963.4155 / craig@diamondcreative.com / www.linkedin.com/in/craigdiamond

## OVERVIEW

---

An accomplished marketing and communications executive who has supported over 15,000 employees, and 300,000 patients each day in over 500 facilities. Strategic and passionate about growth and revenue, brand and culture, and teams and talent. Over 30 years of expertise in branding, content creation, communications, digital, collateral and event management and PR. A true creative in every sense of the word, igniting, synthesizing and delivering complex concepts into simple messages with conviction, commitment, and passion. An accomplished public speaker, innovative problem solver, strategic thinker, and consensus builder, connecting the company's leadership, customers, and staff thru marketing and communication.

### Expertise

- Leadership
- Strategy
- Marketing
- Branding
- Creative
- Culture
- Communications
- Positioning

## EXPERIENCE

---

### Senior Vice President, Marketing and Communications // Wellpath

Nashville, TN // www.wellpathcare.com // 09/2018 – 03/2024

(Wellpath is the result of the merger of previous company, CMGC with an industry leader.)

- Strategic and creative direction for all marketing, branding, and communications to support the organization's objectives including achieving **2.5B in revenue, supporting ~15,000 employees**, and positioning Wellpath as the nation's largest provider of medical and mental healthcare services in jails, prisons, and hospitals with over 500 facilities.
- Marketing support and strategic alignment with executive leadership, sales team, clinical leadership, human resources, talent acquisition staff, operations management, and more.
- Executive leadership of marketing and communications staff including strategists, content and event producers, project managers, designers, and writers, as well as outside agencies and vendors.
- Senior branding leader, ambassador, advocate, and champion responsible for all brand direction, adherence, standards, and consistency designed to drive revenue and position Wellpath powerfully to prospects, partners, candidates, employees, and the media.
- Leaders of Culture initiatives to enhance team retention.

### Highlights

- \$2MM re-naming and re-branding initiative
- COVID-19 pandemic comms with ~1,000 live attendees

### Superpowers

- Goal driven
- Execution oriented
- Connection with People
- Out of the box Thinker
- Making work fun
- Ethical and honorable
- A balance of head and heart

- Creative director and inspiration for all branding and marketing materials, including logos, websites, campaigns, advertising, social media, content, press releases, brochures, datasheets, events, and other materials.
- Leadership of media and public relations, reputation management, inbound and outbound critical communications.
- Responsible for organizational planning, budgeting, and alignment to achieve organizational objectives.

**Vice President, Marketing & Communications // Correctional Medical Group Companies**

San Diego, CA — [www.cmgcos.com](http://www.cmgcos.com) – April 2017 – September, 2018

- Strategic Marketing and Communications leadership for healthcare organization that resulted in \$210M valuation and successful financial acquisition event.
- Executive oversight and direction of all marketing, branding, sales, culture, communications, and proposals.
- Led proposal team responsible for \$164M in total proposed revenue, \$58M in new 2018 wins
- Marketing strategy and leadership that translated to a low 14% employee turnover rate.

**Director of Marketing // Telmate**

San Francisco, CA — [www.telmate.com](http://www.telmate.com) – March 2013 – April 2017

- Branding and marketing lead for SaaS communications product suite for jails and prisons leading to a successful \$100M acquisition event. Two years as in-house marketing team lead, and two as a “contracted” agency (see Diamond Creative).
- All marketing and brand strategies for programs that drove corporate volume and profitability objectives including new contracts, partner retention, and launch of new services and products including the industry’s first wireless tablet.
- Creative direction of advertising, collateral, content, websites, and consumer communication to drive affinity for brands. Ownership of department budget.
- Marketing and creative team lead responsible for all campaigns, creative, media planning and buying, digital marketing, social, PR, and event/ guerrilla marketing.

**Owner and Creative Director // DiamondCreative**

LA + SD — 2001-2016 - [www.diamondcreative.com](http://www.diamondcreative.com).

- Creative and Ops lead responsible for design, development, and launch of campaigns and elements including websites, brands, advertising, messaging, and collateral. Clients included Hilton Hotels, Bay Alarm, and Surefire Flashlights.
- Led marketing and creative teams responsible targeting B2B, B2C, and end user consumers to drive sales and engagement.

**Education**

[University of California, Berkeley](#)

- BA, History

[Pacifica Graduate Institute](#)

- MA, Counseling Psychology 2013

**Hobbies**

- Golf
- Guitar