



## Brian P. Curtiss

### **System Marketing Director, BayCare Health System**

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Brian P. Curtiss is System Marketing Director for BayCare Health System in Clearwater, Florida. A native of Cleveland, Ohio, Mr. Curtiss has spent his entire career in marketing roles. He began his career in brand management in the consumer-packaged goods industry, where he managed many of America's best known brands over the course of two decades, including Pine - Sol, Old Spice, Minwax, and Thompson's Water Seal. In 2000, Mr. Curtiss joined a start - up in the healthcare finance industry, helping to accelerate its growth and eventual sale to Capital One.

In 2003, he was named Vice President of marketing for Sterling Jewelers, the parent company for its Kay Jewelers and Jared brands, and participated in a period of growth which led to Kay becoming the number one retail jewelry brand in the United States, and Jared becoming the fourth leading brand. Mr. Curtiss joined Cleveland Clinic in 2009 to direct marketing efforts for its Wellness Enterprise unit and in 2011 joined BayCare, where he has remained since. Mr. Curtiss is a graduate of Southern Methodist University and holds an M.B.A. in marketing from Northwestern University's Kellogg School of Management.