



2021 Unified All States Meeting

LEADING THE FUTURE

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For the Better

Heather Schueppert, Chief Marketing Officer

A branding expert and communications specialist, Heather is responsible for the development, protection, and growth of the Unified Women's Healthcare brand, external marketing initiatives and internal communications. She provides her expertise to existing Unified Medical Groups and Care Centers while supporting our initiatives to attract new physicians across the United States.

Heather brings more than 20 years of marketing experience to the role, most recently as the founder of Evolution Strategy. During that time, she led the strategy and implementation of more than 30 national, regional and local brands.

Heather worked with Lifeline Medical Associates to rebrand and market its network of Care Centers and launched the new brand and marketing platform for the U.S. Women's Health Alliance.

She began her marketing career at the advertising firm of Leo Burnett, U.S.A.

Heather holds a Bachelor of Arts in English and Communications from the University of Illinois, Urbana, and was a guest lecturer on the Institute for Shipboard Education's Semester at Sea Collegiate Program.



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