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BAC-9544

Contact Information

Contact Name	Catherine Bosin	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	Home State	CO
Other Phone	[REDACTED]	[REDACTED]	[REDACTED]
Other Email	[REDACTED]	County	Denver
[REDACTED]	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.
		Pronouns	she/her

Application

Status	New	Council Resolution Number	
Notes			

Board Information

Board Name	Denver Commission on Aging	Original Start Date	
		End Date	
		Other boards or commissions served	

Work Information

Employer		Work Address	
Position		Work City	
Business Phone #		Work State	
Work Email		Work Zip	

Additional Information

Are you a registered voter?		Objection to appointment?	No
If so, what county?		Special Information	
Denver City Council District No	5	Registered Lobbyist	No
Conflict of Interest Explanation		Conflict of Interest	No

Education and General Qualifications

Name of High School		Name of Graduate School
Location of High School		Location of Graduate School
# of Years Attended High school		# of Years Attended Graduate School
Did you Graduate High School	Yes	Did you Graduate
		Graduate Major
Name of College		
Location of College		
# of Years Attended College		
Did you Graduate College		
Undergrad Major		

Reference Details

Reference Name #1	Reference Email #1
Reference Phone #1	Reference Address #1

Reference Name #2	Reference Email #2
Reference Phone #2	Reference Address #2

Reference Name #3	Reference Email #3
Reference Phone #3	Reference Address #3

Agree to a background check

Owner Esther Lee Leach

Created By Denver Integration, 8/11/2024 7:32 PM

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Notes & Attachments

Catherine Bosin Resume_July 2024.docx

Type	Attachment
Last Modified	Denver Integration
Description	View file

Catherine Bosin_headshot.jpg

Type	Attachment
Last Modified	Denver Integration
Description	View file

Catherine Bosin Bio_8.11.24.docx

Type	Attachment
Last Modified	Denver Integration
Description	View file

CATHERINE BOSIN, MPH

Catherine Bosin is an award-winning strategic communications leader passionate about improving global health. She has extensive experience leading global communications programs across healthcare sectors including medical devices, life sciences, biotech, and pharmaceutical companies as well as healthcare systems, medical supplies and services. Catherine has a unique ability to navigate ambiguity, lead through influence, build and grow teams, and pivot between high-level strategy and detailed execution.

Catherine completed her undergraduate degree in English literature at DePauw University and a master's degree in public health in community health at the University of Illinois Chicago. Her master's degree includes a concentration in aging and gerontology and the completion of capstone projects on age-friendly cities and aging in place. Catherine previously served as a Senior Community Advisory Committee member for the City of Boulder, appointed by the City Manager, to advise city staff on programs and services for Boulder's older adult population. She is also a member of Junior League of Denver serving on committees to support after-school programs for children in the Denver metro area.

CATHERINE BOSIN, MPH

GLOBAL COMMUNICATIONS EXECUTIVE

Strategic Thinker | Innovator | Inspiring Leader

Award-winning strategic communications leader passionate about improving global health. Extensive experience with device, life sciences, biotech, and pharmaceutical companies as well as healthcare systems, medical supplies and services. Recognized for unique ability to navigate ambiguity, lead through influence, and pivot between high-level strategy and detailed execution

Areas of Expertise

C-Suite Communications | Corporate Reputation | Thought Leadership
Issues and Crisis Preparedness | Strategic Media Relations | Social Media Activation
Product Launches | Data and Regulatory Communications | Brand Development and Standards
Transformational Communications | Mergers and Acquisitions | Financial Communications
Internal Communications | People Leadership | Budget and External Agency Oversight

Professional Experience

MEDTRONIC, Boulder, CO

2022 – Present

Senior Director, Corporate Marketing, Brand and Communications, Acute Care & Monitoring

- Lead the integrated communications strategy for Medtronic's newest and 5th largest Operating Unit
- Serve as the communications business partner and develop communications plans to support C-Suite executives, thought leadership, product launches, customer and employee engagement, partnership announcements, organizational and commercial changes, and issues preparedness and responses
- Manage communications team and annual budget

Global Communications & Corporate Marketing Lead, NewCo

- Led the communications strategy for Medtronic's intended separation of the Patient Monitoring and Respiratory Interventions businesses (NewCo) to support business continuity, employee retention, and corporate reputation
- Prepared the CEO and CFO for the announcement including messaging for the Earnings call, media interviews and employee Town Halls
 - *Results included the lowest employee turnover rate within Medtronic and no negative impact to stock price with the decision to retain both businesses*
- Partnered with the CFO on scenario planning across multiple separation scenarios while upholding our guiding principles to our patients and employees
- Set global communications standards and led cross-functional, communications workstream of 20 including a close partnership with IR, Government Affairs, and the office of the CEO and CFO
- Managed annual budgets and provide direction to external agencies, consultants, and vendors

DAY ONE BIOPHARMACEUTICALS, Denver, CO and San Francisco, CA

2022 – 2022

Vice President, Corporate Communications

- Developed and implemented high-value, integrated communications strategies, including corporate brand development, which build visibility, drive business strategy, and create a positive employee experience
- Led Day One Bio's first data announcement, building positive corporate visibility to support a successful financing round and lay the groundwork for launch
 - *Oversaw stock price more than double following the positive media coverage of the interim data announcement*
 - Introduced new corporate brand, setting a clear vision and leading an effective rollout of brand assets to ensure a lived experience for all stakeholders

- Built and executed a comprehensive digital and social media strategy to share the corporate narrative and bolster recruitment efforts
- Served as a thought partner and trusted advisor to the CEO, COO/CFO, Chief Commercial Officer, CHRO, and members of the Executive Leadership Team, as well as Investor Relations, Business Development, Patient Advocacy, and IT
- Elevated the organization's communications capabilities, including implementing best practices and habits, and building a corporate communications function that adapts to the needs of a rapidly growing organization
- Managed and provided direction to external agencies, consultants, and vendors

REAL CHEMISTRY (previously W20), Denver, CO

2021 – 2022

Managing Director, Executive Vice President, Integrated Communications

- Led integrated communications strategy for biotech, life sciences, diagnostics, and pharmaceutical clients
- Partnered with C-Suite clients to prepare for milestones including IPOs, mergers and acquisitions, divestitures, partnership agreements, data and regulatory announcements, and product launches, while also mitigating issues, advancing thought leadership and strategic media engagements, and promoting corporate reputation
- Managed annual budgets, as well as led and mentored integrated, interdisciplinary teams

MEDTRONIC, Boulder, CO

2016 – 2021

Senior Director, Global Communications and Corporate Marketing

- Developed and implemented a global crisis communication program in response to COVID-19 to ensure global governments, investors, customers, and the public were informed of Medtronic's ventilator supply
- Supported multiple C-Suite executives and business units as a communications business partner, including Medical Surgical's Respiratory, Gastrointestinal & Informatics business, Renal Care Solutions business, and the Americas Region commercial organization
- Developed business-specific, financial communications and supported Medtronic's biennial Investor & Analyst Day
- Co-led the global communications strategy and implementation supporting the largest med-tech divestiture in history, the Patient Recovery business divestiture to Cardinal Health, with 10,000 employees, 17 manufacturing facilities, and 8,400 products. Recognized with:
 - *Medtronic Global Communications Excellence Award*
 - *Public Relations Society of America's 2018 Silver Anvil Award*
- Led Medical Surgical's External Communications team, including the development and execution of a thought leadership communications strategy, high-value media relations, social media engagement and amplification, and financial communications
- Promoted and protected Medtronic's reputation through issue preparedness and crisis responses
- Established a communications function for the Minimally Invasive Therapies Group's Americas Region commercial organization

EDELMAN, Chicago, IL and San Francisco, CA

2006 – 2016

Account Supervisor - Senior Vice President

- Led regional, national, and global teams providing communications support for all life cycle stages and milestones for Pfizer's Prevenar 13[®] adult and pediatric vaccine indications—from clinical trial recruitment and regulatory review, to product approval and launch, including serving as the senior lead for the Pfizer Vaccines global communications program
- Outperformed in senior communications roles on major agency accounts, including Dignity Health, Johnson & Johnson, Amgen, Intuitive Surgical, the Alzheimer's Association, and the National Dairy Council
- Managed annual budgets, as well as led and mentored integrated, interdisciplinary teams of up to 12

Education

Master of Public Health (MPH), Community Health, *cum laude*, University of Illinois at Chicago, Chicago, IL
Bachelor of Arts (BA), English Literature, *cum laude*, DePauw University, Greencastle, IN