

## Zoom On: Nancy Brown - CEO American Heart Association



**Nancy Brown**

\*\*\*\*\*@\*\*\*heart.org

CEO - American Heart Association

---

Nancy Brown is the Chief Executive Officer of the American Heart Association (AHA), the oldest and largest voluntary health organisation dedicated to building healthier lives, free of heart disease and stroke. Brown is the first woman CEO in the history of AHA. She has been holding this position since 2009. Brown has a Bachelor of Science degree in communications and advertising from Central Michigan University and lives in Plano, Texas.

Brown has held multiple leadership positions at AHA since joining them in 1986, including serving as Executive Director in Metro Detroit and as Vice President of the former Massachusetts and New England affiliates. She was the COO for eight years before being named the CEO of the association. In her position as COO of AHA, Brown was involved in the creation of the association's signature platform 'Go Red for Women' as well as a suite of quality improvement programs including 'Get with the Guidelines'. She was also responsible for managing the association's 2010 strategic planning process and was the driving force behind AHA's new mission statement, a new strategic driving force statement and a framework for the first ever Global Strategic Plan.

Prior to AHA, Brown served as the Director of Development/Deputy Director of the Endowment Campaign for the Michigan Cancer Foundation and as Special Events Director for Mount Carmel Mercy Hospital in Detroit.

Brown has been a global leader in the discovery and dissemination of heart disease and stroke science. Under her tenure as CEO, AHA announced its 2020 Health Impact Goal: a bold initiative to improve cardiovascular health of Americans by 20 percent as well as to reduce deaths from cardiovascular diseases and stroke by the same number.

Brown has successfully instilled a culture of innovation in the form of AHA's Think Tank. She is also a strong force behind the creation of the Vision for Volunteerism Initiative. Brown has developed the organisation's first-ever integrated global strategy and has also launched new programs to expand individual giving/major gifts, as well as increase the revenue and mission impact of AHA in small communities.

Brown is the chairman-elect of the National Health Council, co-chairman of the Coalition to Transform Advanced Care, a member of the Executive Committee and Board of Directors of Research America. She is also a member of the board of directors of the Campaign for Tobacco-Free Kids and the Alliance for a Healthier Generation and serves as a member of the Qualcomm Life Advisory Board, the Corporate Advisory Board of the Healthcare Business Association and the FasterCures Advisory Council for the Research Acceleration and Innovation Network.

Sources: [American Heart Association](#), [Business Week](#), [Reuters](#), [Huffington Post](#)  
Image credit: American Heart Association

Published on : Mon, 11 Aug 2014