**Mike Slusarz**

Mike Slusarz is Managing Partner, Healthcare at Princeton Partners. Mike is a highly experienced, senior level strategic healthcare marketing project management executive.

For over 25 years, he was the Chief Marketing Officer for Barnabas Health, New Jersey’s largest health care delivery system, and has held senior leadership positions with Cape Regional Health System and the Marathon Group, an award-winning advertising, digital marketing and branding agency that he created.

He began his career in marketing communications with General Electric. He teaches the fundamentals of brand strategy and research at Temple University.