

Listed alphabetically.

Name, address, phone number Area code: 914 (unless otherwise noted) Website	CMO/Marketing director Title(s) Email address (when applicable) Year appointed
American Cancer Society 2 Lyon Place, White Plains 10601 800-227-2345 • cancer.org	Sharon Byers Chief development and marketing officer sharon.byers@cancer.org 2015
American Heart Association 301 Manchester Road, Poughkeepsie 12603 845-867-5370 • heart.org	Meighan Girgus Chief marketing and programs officer meighan.girgus@heart.org 2009
Balchem Corp. 52 Sunrise Park Road, New Hampton 10958 845-326-5600 • balchem.com	Bradley Sorrell Director of marketing 2011
Bayer HealthCare Pharmaceuticals 555 White Plains Road, Tarrytown 10591 366-1800 • healthcare.bayer.com	Cynthia North Customer marketing director 2000
Burke Rehabilitation Hospital 785 Mamaroneck Ave., White Plains 10605 597-2500 • burke.org	Richard Sgaglio Senior administrator, marketing, communications and development 2010
Citrin Cooperman 709 Westchester Ave., White Plains 10604 949-2990 • citrincooperman.com	Laura F. Kucera Principal, chief marketing officer 2015
Emelin Theatre 153 Library Lane, Mamaroneck 10543 698-0098 • emelin.org	Francesca Carter Marketing director francesca.carter@emelin.org 2015
ENT & Allergy Associates LLP 75 S. Broadway, Suite 300, White Plains 10601 949-3888 • entandallergy.com	Richard Effman Director of marketing 2007
Heineken USA 360 Hamilton Ave., Suite 1103, White Plains 10601 681-4100 • heinenusa.com	Nuno Teles Chief marketing officer 2014
Houlihan Lawrence 800 Westchester Ave., Suite N-505, Rye Brook 10573 967-7680 • houlihanlawrence.com	Gay Prizio Director of marketing and sales, project marketing NA
IntegraMed Fertility 2 Manhattanville Road, Purchase 10577 253-8000 • integramed.com	Jill Hamilton Director of marketing, customer experience jill.hamilton@Integramed.com 2015
International Business Machines Corp. 1 New Orchard Road, Armonk 10504 499-1900 • ibm.com	Jon C. Iwata Senior vice president, marketing and communications 2008
Mack-Cali Realty Corp. 100 Clearbrook Road, Elmsford 10523 592-4800 • mack-cali.com	Ilene Jablonski Senior vice president of marketing at Roseland Residential Trust, a Mack-Cali Company 2011
March of Dimes 1275 Mamaroneck Ave., White Plains 10605 997-4488 • marchofdimes.org	Chris Maddocks Senior vice president, marketing and communications 2016
MasterCard Inc. 2000 Purchase St., Purchase 10577 249-2000 • mastercard.com	Raja Rajamannar Chief marketing and communications officer 2013
Memorial Sloan Kettering Westchester 500 Westchester Ave., West Harrison 10604 367-7000 • mskcc.org	Avice Meehan Senior vice president, chief communications officer 2013

This list is a sampling of chief marketing officers from a selection of companies located in the region. If you would like to include your CMO in our next list, please contact Danielle Renda at @drenda@westfairinc.com.

- Note:** Addresses above contain regional locations,
 not necessarily company headquarters.
- * Montefiore Health System is headquartered in the Bronx,
 but operates four facilities in Westchester County.
- NA Not available.

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Montefiore Health System * 111 E. 210 St., Bronx 10467 718-920-4321 • montefiore.org	Loreen Babcock Vice president and chief marketing officer 2015
NetJets Inc. 38 Loop Road, White Plains 10610 877-356-5823 • netjets.com	Patrick Gallagher Executive vice president, sales and marketing 2015
New York Life Insurance Co. 1 Rockwood Road, Sleepy Hollow 10591 366-4940 • newyorklife.com	Kelli Parsons Senior vice president and chief communications and marketing officer 2014
NewYork-Presbyterian/ Hudson Valley Hospital 1980 Crompond Road, Cortlandt 10567 737-9000 • hvhc.org	Ellen Bloom Director of marketing and development 2015
Northern Westchester Hospital 400 E. Main St., Mount Kisco 10549 666-1200 • nwhc.net	Gretchen Mullin Director, marketing and public affairs gmullin@nwhc.net 2011
Pace University 1 Martine Ave., White Plains 10606 422-4000 • pace.edu	Frederica Wald Vice president and chief marketing officer fwald@pace.edu 2012
PepsiCo Inc. 700 Anderson Hill Road, Purchase 10577 253-2000 • pepsi.com	Greg Lyons Chief marketing officer 2017
Phelps Memorial Hospital Center 701 N. Broadway, Sleepy Hollow 10591 366-3000 • phelpshospital.org	Mary Sernatinger Director of marketing and communications msernatinger@northwell.edu 2016
Somnia Anesthesia 10 Commerce Drive, New Rochelle 10801 365-6119 • somniaanesthesiaservices.com	Laura Herrera Vice president, marketing 2008
Sotheby's International Realty Affiliates LLC 38 Main St., Tarrytown 10591 332-7070 • sothebysrealty.com	Kevin Thompson Chief marketing officer 2017
St. John's Riverside Hospital 967 N. Broadway, Yonkers 10701 964-4444 • riversidehealth.org	Denise Weizner Mananas Director of marketing, public relations and development 1992
Reckson (A division of SLGreen) 360 Hamilton Ave., White Plains 10601 750-7200 • regeneron.com	Janet Delpozzo Marketing and communications director, SLGreen Realty Corp. 1996
Regeneron Pharmaceuticals Inc. 777 Old Saw Mill River Road, Tarrytown 10591 847-7000 • regeneron.com	Myron Hebert Senior director, marketing 2016
The Ritz-Carlton New York, Westchester 3 Renaissance Square, White Plains 10601 946-5500 • ritzcarlton.com/Westchester	Maureen Stella Director of sales and marketing 2016
Universal American Corp. 44 S. Broadway, White Plains 10601 934-0700 • universalamerican.com	Sarah Bell Vice president, marketing 2008
Westchester Medical Center 100 Woods Road, Valhalla 10595 493-6813 • westchestermedicalcenter.com	Andy LaGuardia Director of Communications andrew.laguardia@wmchealth.org NA
White Plains Hospital 41 E. Post Road, White Plains 10601 681-0600 • wphospital.org	Dawn French Vice president, community relations and marketing 2010