

**California  
Hospital  
Association**



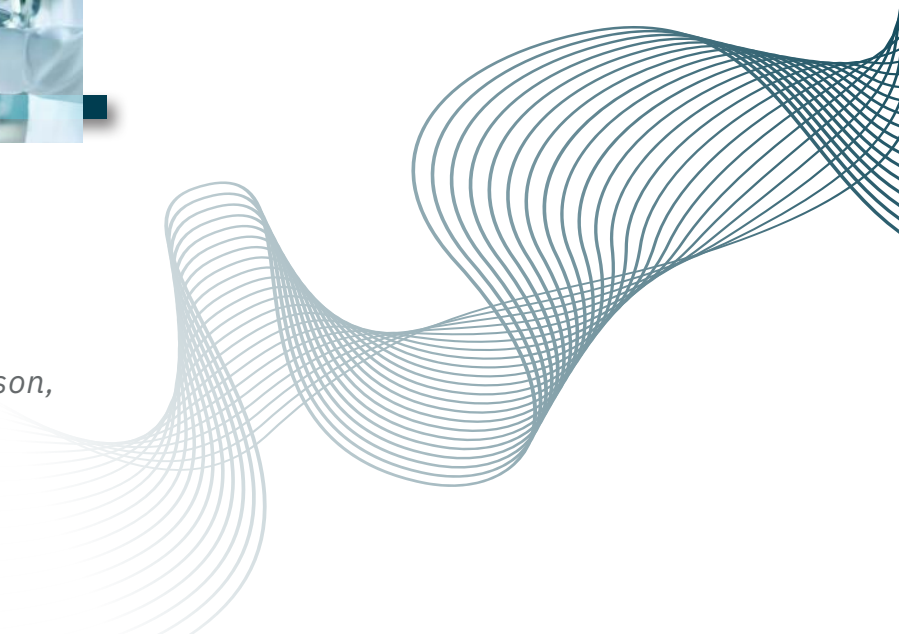
# President and Chief Executive Officer

**LEADERSHIP PROFILE**

**APRIL 2026**

***WittKieffer***

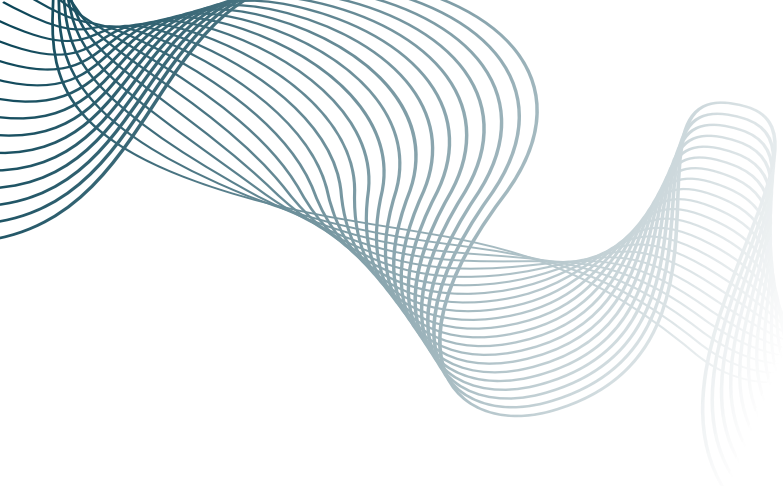
*Prepared by Donna Padilla, Michelle Johnson,  
Paul Bohne, and Angela Raphael*





# CONTENTS

- 01** The Opportunity
- 03** Organization Overview
- 07** Position Summary
- 09** Goals and Objectives
- 11** Candidate Qualifications
- 15** The Community
- 16** Procedure for Candidacy



# THE OPPORTUNITY

The California Hospital Association (CHA) and its members are seeking a transformative, relationship-oriented, bold leader to serve as the next President and Chief Executive Officer (President). This is a pivotal opportunity to guide the Association and staff through one of the most complex and consequential periods in healthcare. This leader will succeed the current President, Carmela Coyle, who is retiring in early 2027 after a 44-year career in health care policy and advocacy and nearly 10 years of leadership at CHA.

CHA is a leading advocate for hospitals, patients, and the communities they serve across California and is a powerful and respected voice for state hospital interests in Washington, D.C. This opportunity represents a career-defining, compelling call for a courageous, skilled leader who is motivated to advance the interests of CHA members and advocate for accessible, quality healthcare for Californians in the context of these unprecedented times.

CHA serves its members and the hospital field in an incredibly complex and dynamic environment, within a federated structure that includes regional hospital associations and is unique in the nation. The President serves to ensure CHA's core focus and outcomes remain anchored on advocacy and policy, and that CHA's work with members, legislators, and other stakeholders, as well as each other, is collaborative, efficient, respectful, reliable, thought-provoking, thorough, innovative, strategic, and service-obsessed.

The President will be joining CHA at one of the most important and dynamic times in its history as it seeks to address both the acute pending challenges created by the passage of H.R. 1/ OBBBA and the chronic challenges related to California's political environment, systemic underfunding of Medi-Cal, uncompensated care, unfunded legislative and regulatory mandates, an aging population, workforce shortages, disparities in care delivery, and rising healthcare costs. CHA will require strong, savvy leadership to mitigate or avert potentially massive reductions in federal and state funding and to simultaneously seek opportunities amid dynamic market forces, groundbreaking technological innovations, and constant federal and state political and regulatory changes. Experience, skill, and vision will be needed to adeptly anticipate and navigate the breadth and depth of these unprecedented challenges while expertly representing a diverse membership across California.

The President must be a superb leader and communicator and understand regional and organizational differences to garner trust and alignment among the membership. Engaging, listening, and coalescing member leaders in policy discussions and initiatives will be critical to success. Building authentic, strategic relationships across a broad spectrum of members - each with aligned but distinct missions - will be essential to unifying and advancing the Association's collective voice and continued impact. The President will be a gifted bridge builder, capable of capitalizing on the shared focus of member institutions to rally and coalesce members and their constituents around clear, actionable strategies and messages.

This next leader will be a strategic executive with healthcare industry relevance and credibility, capable of bringing together a large representative Board, member organizations, association partners, key elected and appointed officials, and other key stakeholders to achieve the organization's goals and objectives. The President must be passionate about and energized by the current challenges and complexity of healthcare and work collaboratively with member organizations to cultivate trusting, effective relationships with elected officials and key stakeholders in California and in Washington, D.C. Forging collaborative relationships with the American Hospital Association (AHA) and other partner associations and organizations is essential. In addition, the President must effectively and consistently "tell the hospital story" to further elevate the California hospital brand. A key to the President's success will lie in their ability to lead from a position of engagement, collaboration, and teamwork. They must be a highly visible, innovative, and deeply engaged leader, providing a clear, consistent, bold, and influential voice for all California hospitals and health systems and the patients and communities they serve.

Given the immediate existential threats that CHA members and their communities face, the President must boldly and effectively tell the story of the hospitals' and the healthcare field's critical contributions; they must drive an agenda that both galvanizes CHA members and influences its most critical regulatory and political stakeholders.





# ORGANIZATION OVERVIEW

CHA is a nonprofit, member-driven organization, led by a 38-member Board of Trustees composed of the leaders of California's hospitals and health systems. CHA's parent organization, the California Association of Hospitals and Health Systems (CAHHS), was established in 1935 and is overseen by a 9-member board of trustees.

CHA plays a major leadership role in the healthcare industry and is recognized as a dynamic, forward-thinking, cohesive, complex, and highly impactful organization. As a result, CHA has a national reputation for association excellence. It is seen as an important statewide advocate for hospitals and health systems and the communities and patients they serve. As one of the largest healthcare trade associations in the nation, CHA represents more than 400 hospitals and health systems in California. CHA provides information, resources, and perspective to state and federal policymakers to inform decisions that affect nearly 40 million Californians. The Association advocates for patients and hospitals, promotes public health policy, and is the hospitals' voice at the state and federal levels. CHA has offices in Sacramento and Washington, D.C.

Organized as a 501(c)(6), CHA operates in conjunction with its three corporate member - the Hospital Council of Northern and Central California (Hospital Council), the Hospital Association of Southern California (HASC), and the Hospital Association of San Diego & Imperial Counties (HASD&IC). Corporate members hold reserve powers to approve amendments to the CHA Bylaws and elect trustees to the CHA Board. Together, CHA and the Regional Associations are referred to as the federated associations.

## About California

Besides being the most populous state (40 million people) and the fourth-largest economy in the world (\$4.1 trillion), California has many other aspects that set it apart from the rest of the nation.

- Extremely diverse population. Current statistics are Latino - 40%; Caucasian - 34%; Asian American and Pacific Islander - 16%; Black - 6%; Multi-racial - 3%; and fewer than 1% for Native American and Alaska Native populations.
- It is both urban and rural, with 94% of its population living in urban areas and 95% of the land rural.
- Third widest income distribution in the nation (90th percentile = \$336,000; 10th percentile = \$30,000).
- Most members of Congress - with 52 representatives and two Senators.
- Democratic Party holds nearly half of registered voters (45.3%). Republicans hold 25.2% of registered voters, and "No Party Preference" makes up 22.3%.

- There are 482 cities in California. City councils are very influential, and many have broad self-governing powers and significant revenue-generating authority.
- There are 58 counties in California. Many counties have powerful county boards of supervisors, and the state can delegate functions to counties, including mental health and public health services.
- Power centers are the Governor, organized labor, Assembly and Senate leadership, Attorney General, Office of Health Care Affordability, health care coalitions, city and county governments, and the ballot initiative process.

## About California's Hospitals

California is home to 464 hospitals as diverse in size, complexity, and payer mix as the state they are located in. Some high-level facts from the field:

- California hospitals create over one million jobs and contribute \$370 billion in economic output.
- Every year, Californians visit emergency departments 15 million times, with one in four receiving hospital care.
- 400,000 babies are born every year, and California ranks first nationally in keeping mothers safe during delivery.
- Medicare and Medi-Cal (Medicaid) don't cover the cost of care, paying just 80 cents on the dollar. Yet 74% of hospital services are reimbursed through one of these government programs. Only 23% of care is reimbursed through commercial insurers.
- 3.7 million Californians covered by Medi-Cal are treated in hospitals every year.
- Because of this volume, payer mix, and high costs, 55% of hospitals operate at a loss.
- Hospitals range from large academic medical centers to small rural facilities. Within the state, 48 hospital systems operate 331 hospitals. The largest systems are Kaiser Permanente, University of California, CommonSpirit, Sutter Health, Adventist Health, Prime Healthcare Services, Cedars-Sinai Health System, Sharp HealthCare, Scripps Health, Tenet Healthcare, Stanford Medicine, and the VA. There are also 37 critical access hospitals - more than in most states - representing some of the state's most isolated and vulnerable populations.

## About the Association Environment

CHA is joined by numerous state-based hospital associations, including seven specialty hospital associations (CA Children's Hospital Association, CA Association of Public Hospitals, Private Essential Access Hospitals, District Hospital Leadership Forum, United Hospital Association, Catholic Health Alliance, and Association of CA Healthcare Districts). The California Critical Access Hospital Network (CCAHN) is a statewide organization that exists for the purpose of creating collaborative working relationships among California critical access hospitals to strengthen its members through sharing resources, education, and innovation. There are also three regional hospital associations operating within a federated model with CHA (Hospital Council - Northern and Central CA, Hospital Association of Southern CA, and Hospital Association of San Diego and Imperial Counties).

CHA also maintains the largest Political Action Committee among state hospital associations, raising at least \$850,000 annually, and is the largest state association contributor to the American Hospital Association PAC.

## 2026 Advocacy Priorities

### Protecting Medicaid/Medicare Financing

These vital funding sources for hospitals must be preserved and enhanced where possible, to include: securing approval for the next Hospital Fee Program, reinstating resources for disproportionate share hospitals, reinstating efficient flexibilities like Hospital-at-Home and telehealth, maximizing state resources for health care, protecting health coverage for as many Californians as possible, and more.

### Holding the Office of Health Care Affordability (OCHA) to Account

CHA's lawsuit against the Office of Health Care Affordability - which alleges that the office did not follow the legally mandated process to increase affordability by ignoring the impact of its decisions on access, equity, and quality - is a necessary step, but more is needed. CHA will continue its strong advocacy directly with the OHCA board and state policymakers, driving home the message that board decisions will negatively affect patients, communities, and hospitals. At the right time, politically, CHA will seek additional opportunities to correct OHCA's work.

### Battling Ballot Initiatives

CHA will work to pass The Health Care Union Transparency, Accountability & Union Member Right to Vote Act, which will give many California health care workers a greater say in how their hard-earned dues are spent. Other ballot battles also loom, including the compensation cap initiative brought forth by SEIU-UHW that threatens the hospital leadership needed to meet the health care needs of millions of Californians.

For other key issues, please visit <https://calhospital.org/issues/>.



## Vision

CHA's vision is "an optimally healthy society".

## Goal

CHA's goal is that every Californian has equitable access to affordable, high-quality, medically necessary healthcare. Only through high ideals and practical, progressive steps can the health status of Californians be improved. This challenge must be shared by all stakeholders, including individuals, employers, healthcare providers, payers, and government.

## Mission

The unity that CHA brings to the healthcare community is the foundation of its mission: Through effective leadership and member participation, CHA seeks to develop consensus, establish public policy priorities, and represent and serve hospitals and health systems. In concert with its member organizations, CHA is committed to establishing and maintaining a financial and regulatory environment within which hospitals can continue to provide high-quality patient care.

## One Team Culture Expectations

Culture is everything, and CHA works hard at being a unified One Team. All team members must consistently demonstrate the following behaviors:

- We assume the positive intent of our team members first.
- No Hoarding Rule - We believe in open and transparent exchange of information.
- We believe our relationships with each other are an important component of our success.
- We-ism - We operate with an associations-first mindset, which includes a strong commitment to our team members.
- All for One - We strive to be great and reliable team members for each other.
- We actively work to appreciate and value the contributions of all team members.
- We practice pausing to acknowledge and celebrate our significant successes.
- We are committed to straight and courteous communication between team members.
- No Beach Balls - We are committed to maintaining strong and trusting relationships. We actively work through issues before they become barriers. We have the necessary crucial conversations with each other.
- We believe that a respectful culture is the foundation of a safe, effective, and supportive environment for all.
- We believe in the importance of exploring innovative ideas and solutions that help solve problems, improve our effectiveness, and increase member value.
- To err is human. Mistakes are opportunities to learn and improve.
- We believe in the importance of a diverse and inclusive culture, where differences and similarities are valued equally, and team members listen without judgment to learn and grow from one another's strengths and perspectives.

# POSITION SUMMARY



Reporting to the CAHHS and CHA Boards of Trustees, the President is responsible for representing the interests of California's hospitals and health systems and for ensuring the associations' resources are aligned to deliver exceptional results and value to members and the hospital field. This includes being accountable for the effective execution of association plans, programs, and budgets, and adherence to the Association's core values at all times. As a member of the Board of Trustees and the Executive Committee, the President formulates and develops broad policies and courses of action for consideration by the boards and provides clear direction and effective leadership to staff. The President must also represent CAHHS/CHA to the Regional Associations, members, elected officials, constituency organizations, and other external stakeholders, providing leadership to promote the purposes of the associations, and serves as an Executive Committee and Board of Directors member of Hospital Council (HC), Hospital Association of Southern California (HASC), and Hospital Association of San Diego & Imperial Counties (HASD&IC). The President is on the board of directors of the following organizations: American Hospital Association (AHA) Regional Policy Board - 9, Californians Allied for Patient Protection (CAPP), California Hospital Committee on Issues (CHCI), California Healthcare Foundation and Trust (CHFT), and California Hospitals Political Action Committee.

## Reporting Relationships


Direct reports of the President include:

- Senior Vice President, Executive Operations
- Senior Vice President, Policy
- Senior Vice President & Chief Financial Officer
- Senior Vice President, Federal Relations
- Senior Vice President, Financial Policy and Data Analytics
- Senior Vice President, Operations & Human Resources
- Senior Vice President, State Relations and Advocacy
- Senior Vice President, Communications

## Responsibilities

The successful candidate will:

- Ensure that the Board of Trustees and its Committees and Officers are kept fully informed on the conditions and operations of the Association and on all important factors influencing them. Organize and conduct all meetings of the Board of Trustees and its Committees, the membership, and other such committees and ad hoc groups as appropriate.

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- Represent the interests of California’s hospitals and health systems by providing strategic thinking and planning, exceptional value-based leadership, and effective execution of the associations’ key state and federal priorities.
  - Develop policy positions that are attainable and feasible in response to legislative and regulatory issues affecting hospitals, including positions and strategies on national issues in collaboration with the AHA, other national groups, Congress, and the Administration, and on state-level issues in collaboration with the constituency groups, Legislature, Administration, and others.
  - Provide clear direction and specific goals for CAHHS/CHA staff in support of the associations’ strategic objectives.
  - Develop and/or recommend actions that are key to achieving policy or member objectives.
  - Ensure alignment and support of CAHHS/CHA members, the Regional Associations, and other related groups through effective leadership, consensus building, and member engagement.
  - Promote the image and position of CAHHS/CHA by serving as a top-level spokesperson for the associations and the hospital field, along with being a respected and sought-after resource to other state and national health-related organizations.
  - Maintain effective relationships with national, state, and local associations, industry, government, and other appropriate organizations, and ensure that the position of the Association and its members is enhanced in accordance with the organization’s policies and objectives.
  - Act as a lead advocate on behalf of CHA members at the state and federal levels. Maintain strong member relationships through regular interaction with the membership and represent the membership effectively to the legislature, the governor’s office, state/federal regulatory agencies, and the media.
  - Provide for organizational effectiveness and management continuity through the effective deployment of accountabilities, staffing, direction, and motivation of staff.
  - Plan, formulate, and recommend for the approval of the Board of Trustees policies and programs that will further the Association’s objectives. Translate the Board’s policy decisions into actionable strategies and tactics, ensuring that annual work-plan activities reflect the membership’s needs.
  - Provide the necessary liaison, staff support, and resources to Board Committees and their Chairs to enable them to perform their functions properly and ensure proper governance requirements are followed.
  - Promote interest and active participation in the Association’s activities on the part of the membership and regional associations and report activities of the Board and the Association through the communications media of the Association.
  - Be responsible for the overall fiscal health of the Association. Develop, recommend, and, upon Board approval, operate within an annual budget. Ensure that all funds, physical assets, and other properties of the Association are properly safeguarded and administered.
  - Ensure that policies, plans, programs, and budgets are effectively implemented.



# GOALS AND OBJECTIVES

The following goals and objectives have been identified as priorities for this position:

- Serve as a credible, trusted ambassador of the Association and elevate the impact of CHA as the essential, trusted voice for the hospitals and the health of the residents of California. Advance CHA's reputation as the convener of all organizations in California involved in health policy advocacy, health delivery, and health outcomes improvement. Establish oneself as an effective and engaging leader with constituents at the community, state, and federal levels; comfortable advocating with the legislature, congressional delegations, and the media; be an effective and highly visible spokesperson and "ambassador."
- Be a visible, present leader with the membership, developing a deep understanding of each member, each region, and the various challenges they face that impact their communities and member alignment. Champion the diverse interests of CHA members by skillfully balancing advocacy across a wide spectrum of needs.
- Provide strategic guidance and expert support on critical issues such as hospital financing and reimbursement - particularly in navigating the complexities of H.R. 1/ OBBBA and its varied implications for hospitals of different sizes, geographies, and service models.
- Cultivate engagement with elected and appointed officials to ensure that CHA remains effective, credible, and at the forefront of policy issues within the state and nationally. Gain and hold the respect of external stakeholders. Accelerate effective engagement in California politics and the legislature, in alignment with CHA's state advocacy plan and priorities, and for the critical goal of building deep, trusting relationships.
- Effectively lead and make critical decisions around the Association's annual strategic plan in collaboration with the CHA Executive Committee and Board of Trustees. Drive the value of CHA's membership while expanding programs and services to ensure long-term sustainability. Strategically balance the delivery of high-impact member advocacy with a commitment to keeping dues affordable, all while maintaining CHA's strong current financial foundation.

- Serve as a trusted and effective coalition builder, using courage, tact, and diplomacy to bring together diverse stakeholders, particularly during times of disagreement. Build and sustain strong relationships with advocacy partners, the Board, members, key elected and appointed officials, and association leaders to strengthen CHA's leadership and policy influence. By proactively guiding policy discussions aligned with CHA's strategic vision, the President will foster collaboration, elevate visibility, and demonstrate a strong commitment to meaningful member engagement.
- Ensure a high-performing, future-ready leadership team to sustain CHA's momentum and strategic trajectory. Assess and optimize the organization's structure, evaluate leadership capabilities, and implement thoughtful succession and talent development plans. Through clear direction, mentorship, and a commitment to professional growth, the President will foster a cohesive, resilient, and values-driven culture that supports collaboration, innovation, accountability, and long-term success.
- Foster strong, collaborative relationships with all regional California hospital associations, aligning efforts where shared goals serve CHA members. At the same time, the President must be prepared to lead with clarity and conviction when priorities diverge, ensuring CHA maintains a principled and courageous voice on issues critical to its diverse membership.





# CANDIDATE QUALIFICATIONS

## Education/Certification

- A bachelor's degree is required; an advanced degree in business administration, healthcare administration, or a management field is strongly preferred. A candidate lacking an advanced degree will be considered if they possess substantially relevant and compelling executive and advocacy experience.


## Knowledge and Work Experience

- **Health Care Expertise:** Extensive knowledge of health care, including health care financing and reimbursement systems, in-depth awareness of current issues related to health care (both nationally and in California); political acumen. Demonstrated ability to work collaboratively and strategically within environments characterized by a significant number of organized labor organizations.
- **Leadership:** Provide a clear sense of purpose and mission and, through coalition and consensus building, develop a shared vision in the execution of that mission among the Board, membership, and staff.
  - Ensure Board and membership support of CAHHS/CHA.
  - Enhance public perception and support of hospitals and health systems.
  - Serve as a spokesperson for members and the hospital field.
  - Participate on state and national boards, committees, task forces, commissions, etc., as appropriate.
  - Provide vision, goals, stability, and counsel for CAHHS/CHA employees and serve as the leader to promote professionalism, accountability, growth, development, esprit de corps, and service to the membership.
  - Sustain and enhance the One Team culture.
  - Ensure organization-wide ownership of CAHHS/CHA's vision, goals, and priorities; teamwork within CHA and the Regional Associations; and individual/collective accountability for results.
  - Support the CHA-Regional Association affiliation.

- **Representation and Advocacy:** Influence public policy development and provide leadership and direction in state and federal public policy issues.
  - Effectively manage a well-organized, highly participatory process to develop public policy positions.
  - Lead policy and advocacy collaborations and partnerships with other associations, organizations, and stakeholders.
- **Strategic Thinking:** Help prepare the associations and members for future challenges and opportunities by developing creative, innovative, and future-focused concepts.
- **Strategic Planning:** Develop and lead strategic planning to advance the associations' key priorities in support of the members and the hospital field.
- **Member Engagement:** In alignment with the federated associations' structure, maintain an active, supportive leadership role with hospitals and health systems.
  - Ensure the value of membership.
  - Assist in the recruitment, engagement, and retention of members.
- **Relationships:** Build and maintain excellent working relationships with members, healthcare stakeholders, including national and state organizations, special interest groups, elected and regulatory officials, and the broader healthcare community.
- **Board Relations:** Develop strong, collaborative, peer relationships with the boards of CHA, CAHHS, Regional Associations, and other relevant organizations.
- **Operations Management:** Apply sound leadership and management practices to a complex organization having numerous diverse subject areas of activity with varying objectives, timetables, sets of relationships, and constituencies.
  - Ensure the Association achieves its annual objectives and meets its financial targets.
  - Allocate association resources to align with organizational priorities.
  - Build and sustain a solid executive leadership team and delegate responsibility and authority in a manner that values teaming, accountability, achievement, and results, combined with personal and professional growth of the entire staff.
- **Travel:** Effectively represent CAHHS/CHA in a variety of venues, within the membership and externally, including the willingness to travel extensively, spending up to half the time away from home.

## Personal Leadership Competencies

- **Self-Leadership:** Possess exceptional self-awareness, self-regulation, and leadership presence.
  - Self-managed
  - Self-directed
  - Versatile
  - Authentic

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- Strategic
  - Innovative
  - Adaptable
  - Empathetic
  - Resilient
  - Courageous
  - **Connected Relationships:** Commitment to “we” through a focus on and commitment to cultivating and maintaining strong and connected relationships.
    - Collaborative
    - Approachable
    - Accessible
    - Supportive
    - Respectful and respected
    - Appropriately inclusive
  - **Active Trust:** Lead self and others in a manner that instills trust and integrity.
    - Transparent
    - Trusting and trustworthy
    - Confident
    - Humble
  - **Clear and Effective Communication:** Excellent communicator at all levels inside and outside of the associations.
    - Listen to understand
    - Speak clearly and respectfully
    - Engage in (and encourage) healthy conflict
    - Manage and resolve difficult issues
    - Instill confidence
    - Calm
  - **Clarity and Alignment:** Enables effective decisions and outcomes by ensuring clear and aligned expectations and deliverables.
    - Clear purpose and desired outcomes
    - Shared agreements
    - Clear direction and counsel

- **Accountable:** Ensures results and behaviors of self and others.
  - Address issues promptly and directly
  - Supportive feedback
  - Uphold agreements and standards
- **Execution:** Accomplishes strategic plans and objectives in alignment with organizational values.
  - Action-oriented
  - Work as One Team - strategically, operationally, and behaviorally
  - Change agent
  - Committed to team success
  - High expectations for executorial excellence and team behavior
- **Extraordinary Results:** Consistently uses both capability and character to deliver exceptional results.
  - Consistently exceeds expectations
  - Invests in self and team health
  - Extraordinary team performance
  - Celebrates key accomplishments
  - Links results to purpose and mission



# THE COMMUNITY

## Sacramento, California

CHA is located in the capital city of Sacramento, the sixth-largest city in California. Located in California's expansive Central Valley, Sacramento is located 90 miles northeast of San Francisco, 383 miles north of Los Angeles, and 100 miles southwest of Lake Tahoe at an elevation of 17 feet. It is also the core cultural and economic engine of a four-county metropolitan area with more than 2.5 million residents (El Dorado, Placer, Sacramento, and Yolo counties).

Greater Sacramento has been cited as one of the five most livable regions in America. Affectionately known as the 'River City,' two major rivers intersect in the City of Sacramento, the American and the Sacramento. Both rivers are international attractions for rafters, kayakers, and boaters. Running along a 32-mile stretch of the American River is the tree-lined American River Parkway, where joggers, walkers, and cyclists can enjoy one of the region's many natural attractions. The Sacramento River provides a deep-water port connected to the San Francisco Bay via a 43-mile channel, allowing both international shipping and casual day trips to the Bay Area.

Sacramento is one of the Golden State's fastest-growing and most desirable places to live, work, and raise a family. The region has a thousand miles of Delta waterways, Folsom Lake for water sports, and hundreds of miles of hiking and biking trails. In addition, Sacramento is close to recreational attractions, such as Lake Tahoe, ski resorts, the Mother Lode, and Napa Valley. The area is home to the Sacramento Kings NBA team, and the Oakland A's MLB team will be using Sacramento as their home base stadium through 2027.

The region's economy is a blend of agriculture and commerce. The city's economy is broadly based, although government is by far the largest employer, accounting for 25 percent of California's 471,000 government employees. Transportation is a large sector along with information technology, leisure and hospitality, professional and business services, higher education, health services and research, and construction. High-tech companies have taken note of the area's amenities, and the region's high-tech output now places Sacramento 21st out of 100 metro areas.

Several of the local school districts are recognized throughout California and the nation as leaders in progressive education. Additional information about Sacramento can be obtained at: <http://cityofsacramento.org/> or <http://www.co.sacramento.ca.us/default.htm>.





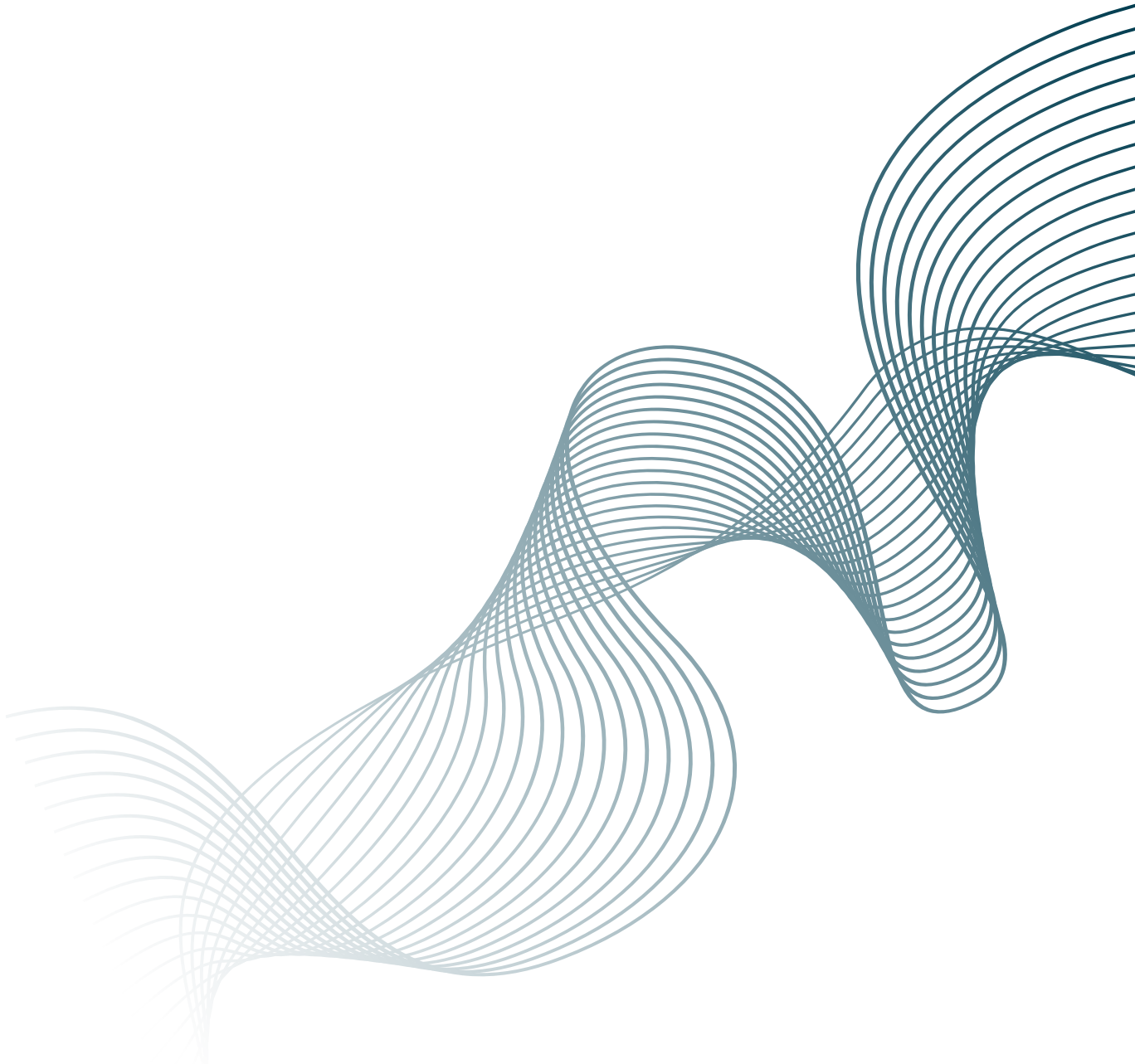
# PROCEDURE FOR CANDIDACY

Please direct all applications, nominations, and inquiries to Donna Padilla, Michelle Johnson, Paul Bohne, and Angela Raphael at [araphael@wittkiewfer.com](mailto:araphael@wittkiewfer.com).

<b>Donna Padilla</b> Executive Partner & Market Leader <a href="mailto:donnap@wittkiewfer.com">donnap@wittkiewfer.com</a> 630.853.5698	<b>Michelle Johnson</b> Senior Partner <a href="mailto:mjohnson@wittkiewfer.com">mjohnson@wittkiewfer.com</a> 320.204.5100	<b>Paul Bohne</b> Managing Partner <a href="mailto:paulb@wittkiewfer.com">paulb@wittkiewfer.com</a> 240.401.6375	<b>Angela Raphael</b> Senior Associate <a href="mailto:araphael@wittkiewfer.com">araphael@wittkiewfer.com</a> 301.578.2047
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