



**Jessica Cole**  
**President and CEO, Becker's Healthcare**

Jess Cole's growth mindset motto of "good is never good enough" has produced big things at Becker's Healthcare in Chicago where she serves as President and CEO. In her role, she establishes a culture of growth while empowering the organization to tackle strategic initiatives daily.

Starting as an intern with Becker's 17+ years ago and working closely with founder Scott Becker, Jess was able to recruit and develop a "committed to growth" team that took a single newsletter and turned it into a multimedia ecosystem - The #1 destination for healthcare executives to learn, stay current and connected. Today this ecosystem provides news, information, education and networking opportunities to hundreds of thousands of healthcare leaders across the country.

Becker's brand also works with over 1,150 partners each year who trust and invest their marketing, public relations, thought leadership or sales enablement dollars with the brand. Each partnership is unique to client specific initiatives as Becker's has a variety of offerings including webinars, whitepapers, website advertising, custom content, podcasts, live and virtual event sponsorships and more helping partners position their organization in front of the right buyers.

A native of Cedar Rapids, IA, she graduated from the University of Iowa with a BS in Marketing & Management. Jess enjoys serving on many non-profit boards including; Lurie Children's Hospital Foundation, Co-Lead of Lurie Children's Corporate Cup, Junior Achievement of Chicago along with Junior Achievements Executive Board and Development Chair and finally various leadership roles on the board of Young Presidents Organization (YPO).

Jess enjoys running, gardening, catching bugs with her five young boys (Cole, Jack, George, Patrick and Eddie) and is constantly picking up toys with her husband while cheering on Iowa sports and Caitlin Clark!