

Kaycee Kalpin, MBA

CHARLOTTE, NC



CHIEF BRAND – MARKETING – COMMUNICATIONS OFFICER

TOPICS:

HEALTHCARE – TECHNOLOGY – AI – LEADERSHIP – BRAND

As a young female c-suite executive, Kaycee brings a vibrant and modern appeal to her speaking engagements. From moderating celebrity fireside chats to serving on hot topic panels or as a host for thousands in a large conference setting, Kaycee keeps audiences engaged in person and virtually.

As Chief Marketing Officer of publicly traded Healthcare Technology giant, Premier Inc., Kaycee is a brand and marketing guru. Her experience spans brand equity, growth marketing, and visionary communications. Her specialty is simplifying the complex into a narrowly defined, highly differentiated winning value proposition.

She is an expert storyteller with deep knowledge of the healthcare, technology and AI realms. Having branded and launch several products spanning consumer applications to AI-enabled decision support, she has unique perspectives on an agile approach to commercialization and go to market.

As a Charlotte-based executive, philanthropist and mom, Kaycee believes home is where the heart is and goes above and beyond to give back to the Charlotte community. Because of her commitment to Charlotte, Kaycee was invited to join (and successfully completed) the Leadership North Carolina program in 2022. Under her leadership, Premier became an official sponsor of the Charlotte Football Club.

CHARLOTTE COMMUNITY IMPACT

Core Vitae Circle Red, Go Red for Women

Women's Impact Fund, Charlotte

Young Leadership Council, PBS Charlotte

Charlotte CHIEF Member, Admitted 2022

Leadership North Carolina, Class of 2022

*40 under 40 Awards Honoree for
2024, Charlotte Business Journal*



*#13 of Top 50 Women Leaders in
Healthcare, Women We Admire*

EDUCATION

Florida State University

Tallahassee, FL

BS in Political Science

Minor in Communications

Kogod School of Business

American University

Washington, DC

MBA

RECENT SPEAKING EXAMPLES

Charlotte Executive Roundtable™ Panelist

AI in Marketing Summit, Virtual Keynote

Strategic Account Management Association, Speaker

Lead the Team Podcast, Guest

Fireside Chat with Selma Blair, Moderator

Premier Values All Staff Conference, Co-Host

Breakthroughs Annual Conference, Co-Host

Connect with Kaycee

Scan this QR code to visit
Kaycee's LinkedIn.

