

**Darlene S. Corkrum:**  
**Senior Vice President, Marketing & Fund Development**  
**Virginia Mason Medical Center**

**Education:**

Darlene Graduated from the University of Washington, Masters of Public Health Administration; Minor in Business Administration, 1985. She also graduated from the University of Oregon – Eugene, Bachelor of Science, Health Education, 1974.

**Business Background:**

Darlene currently works as the Senior Vice President, Marketing & Fund Development, where she oversees \$11 plus million annual philanthropic campaign, as well as the marketing strategy for the entire VMMC health system.

Darlene had previously been Vice President, Marketing & Business Development (1997-2002), before she took on the role of Fund Development. Her responsibilities in this position included: plan, develop and manage all aspects of marketing and business development. She also supervised new products and service lines for heart care, cancer care and new cosmetic services group. She supervised new Branding Strategy and retained new advertising agency. Analyzed marketing results, segment customer base and built patient base through negotiations with new insurance companies. Interestingly enough, Darlene had become the first Vice President in the 80-year history of Virginia Mason Medical Center.

Darlene has previous experience as Vice President, Marketing, Sales & Insurance, with Group Health Cooperative, Seattle, WA (1986-1997). In this position Darlene was responsible for all marketing and sales for the largest regional managed care organization in the U.S. She supervised staff of 110 and a budget of \$14 million, while developing and managing \$6 million advertising budget and new Branding Strategy.

Her first stint as a Vice President existed with the American Cancer Society, Seattle, WA (1975-1986). Here, Darlene supervised Board recruitment and development, strategized business development, and took on the job of goal setting while also measuring program results. In addition to these tasks, she directly supervised gala special events and fundraising for the Society while hiring and training staff.