



## **Marcos F. Irigaray, M.H.A.**

With a health care administrative career spanning over three decades, Marcos appreciates and values greatly his varied and enriching experiences. Mostly concentrated in the areas of strategic planning, marketing and communications, his breadth also encompasses many, often overlapping, years of experience with inpatient and outpatient operations management, data governance, analytics and visualization, and business development.

Currently he is applying all of his diverse knowledge and talent to support the new Virginia Commonwealth University (VCU) Stravitz-Sanyal Institute for Liver Disease and Metabolic Health. Launching in February 2022 from an historic \$104 million philanthropic gift, the Institute's vision is to be the leading global center for liver learning and liver-related health.

Beginning his career in 1989 as the administrative resident for Shands Hospital at the University of Florida, he benefited from six years of growth across staff and operational roles including clinic operations, strategic planning, and business development.

Arriving at VCU in 1995, his first five years were as the Director of Strategic Planning for the MCV Campus before becoming the Executive Director, Strategy and Marketing for the VCU Health System. He led the compiling and writing of the complete health system strategic plan, which began operations in July 2000. While serving as Executive Director, he inaugurated the health system's marketing, public affairs, web presence, and wrote a new 2004-2009 strategic plan. From 2004-2006, he expanded his role and served as the Vice President for Strategy, Marketing and Professional Services, which included executive oversight of inpatient and outpatient operations for pharmacy, rehabilitation, neuro-diagnostics, and audiology. Beginning 2007, he refocused his career around strategic planning and marketing, and along the way has gained additional experience with leading enterprise analytics, strategic intelligence and enterprise and executive communications, all culminating in a role as Chief of Communications, Marketing and Enterprise Analytics until May 2022.

Marcos is a 1984 graduate of the University of The South in Sewanee, Tennessee with a Bachelor of Science degree, and he received a Master of Health Administration from Duke University in 1989.