

HOW CEO TURNOVER IS TIED TO YOUR MARKETING RESULTS.

With the CEO turnover rate hitting 18% for the 3rd year,* remember: your CEO marketing list is degrading at the same rate. What to do? Simple. Implement a quarterly list review to get ahead of the hiring curve—and stay there.



18%

Percent of CEOs
who leave their jobs –
but not your list.

* Bird, Julie. "ACHE: Upheaval in Healthcare Industry Keeps CEO Turnover Rate High." *Healthcare News*. Fierce Healthcare, 13 Mar. 2016.