

Jesse Cureton is chief consumer officer for Novant Health, overseeing strategic planning, marketing and public relations, the foundations, corporate health and other business development functions. In this role, he oversees all aspects of the Novant Health customer experience. Cureton is responsible for identifying, designing and executing on services, products and outreach efforts that further create a remarkable patient experience.

Novant Health is a not-for-profit integrated system of 15 hospitals and a medical group consisting of more than 1,100 physicians in 350 clinic locations, as well as numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs. Novant's 24,400 employees and physician partners care for patients and communities in North Carolina, Virginia, South Carolina and Georgia.

Prior to joining Novant Health in 2013, Cureton was regional executive, managing director for U.S. Trust, Bank of America Private Wealth Management. He was also regional president for Bank of America Private Bank in addition to a variety of other executive roles with Bank of America during his twenty-five year financial industry career.

Cureton is a results-oriented leader with well-developed business acumen and success in managing and growing revenue and market share. He is a proven top-performer with expertise in leading large complex businesses, managing core business functions, and driving corporate-wide strategic initiatives. He has led teams responsible for businesses from \$750MM in revenue to over \$15B in sales. He is highly regarded as a proactive and effective leader in business and the community.

He is credited with successfully leading a merger, creating a business with the lowest associate and balance attrition, strategically growing markets and reversing negative revenue trending to positive. He has improved associate satisfaction, retention and productivity, grown business revenue by 10% and improved solution offerings in former positions.

Cureton is dedicated to the community and exudes energy in every commitment he makes. He has been recognized in business and the community with many awards for leadership. He serves as a board member for Queens University of Charlotte, Charlotte Mint Museum and Charlotte Chamber Executive Board. Prior to joining Novant Health, Cureton served on both the Presbyterian Healthcare and Novant Health board of trustees.

He holds a bachelor of science from the University of North Carolina Chapel Hill and a master in business administration from Queens University of Charlotte. He has also completed Wharton's Executive Education Institute in Investment Management and the Harvard Business School Executive Program in Value Management in Healthcare

Cureton is married, with three daughters and lives in Waxhaw, NC. While not at work, Cureton enjoys spending time with family, playing golf and being an active member in local community events.