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MELINA KAMBITSI, Ph.D., PROMOTED TO SENIOR VP, BUSINESS DEVELOPMENT AND STRATEGIC MARKETING

MADISON, WIS., Dec. 14, 2018 – Melina Kambitsi, Ph.D., has been promoted to senior vice president of business development and strategic marketing at The Alliance®. The Alliance is an employer-owned not-for-profit cooperative of more than 240 self-funded employers and not-for-profit insurance trusts.

In this newly expanded role, Kambitsi will lead the teams responsible for membership growth and retention, as well as marketing and product innovation.

Kambitsi previously was the vice president of business development and member services for the cooperative since Oct. 2017. In this position, she was instrumental in clarifying the organization’s role in moving employer health benefits forward and for significant membership growth of the cooperative within the past year.

“In the short time that Melina has been with The Alliance, she has demonstrated great capacity and vision,” said Cheryl DeMars, Alliance President and CEO. “We look forward to what she will bring in this new, expanded role.”

The Alliance is a not-for-profit cooperative that moves health care forward by controlling costs, improving quality and engaging individuals in their health. Members include more than 240 self-funded employers and multiemployer plans in Wisconsin, Illinois and Iowa.

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