

Steve Cone

Loaned Executive, NPHI



Steve Cone is Chief of Communications, Marketing, and Philanthropy at Capital Caring Health and serves as a Loaned Executive advising on communications and philanthropy to NPHI. In his role at Capital Caring Health, he provides leadership to increase public and brand awareness of the organization, and he oversees the organization's philanthropic activities and develops strategies to enhance the organization's impact and reach.

Prior to his role with Capital Caring Health, Steve co-managed a data consulting and marketing services firm headquartered in New York. From 2015 to 2017, Steve was Chief Revenue Officer of the American Bar Association and from 2010 through June 2015, Steve was AARP's Executive Vice President responsible for all membership activities and partnerships with corporations across America.

With more than 45 years of senior-level marketing and fundraising experience, he has created or led efforts to develop many national loyalty programs including United Airline's MileagePlus®, Hyatt's Gold Passport, and Saks Fifth Avenue's, SaksFirst rewards program.

Steve has provided marketing services to major organizations including Apple, American Express, FedEx, Memorial Sloan-Kettering, and the San Diego Zoo. Steve has also led marketing campaigns for environmental groups like The Nature Conservancy and the World Wildlife Fund. He has also provided marketing support to presidential campaigns for both major parties.

All press-related communications **must** go through Matt Wilkinson at mwilkinson@hospiceinnovations.org.