



Jose Romano is the AVP of Business & Community Relations for Baptist Health South Florida's community partnerships including those with local municipalities and chambers of commerce. He is also responsible for new business development and marketing efforts focused on growing Baptist's Executive Health Program and their Worksite Wellness Solutions with the goal of maximizing brand awareness, profitability and Patient Satisfaction.

Jose is an experienced executive with a successful track record in developing go-to-market strategies for companies in a wide range of industries. He has experience in general management roles as well as functional expertise in marketing, market and financial analysis, corporate communications, business development and strategic planning.

Prior to joining Baptist, Jose was the Vice President of Sales & Marketing for Digital Signergy, a company that provides turnkey solutions for digital signage networks in targeted environments throughout the US and Latin America. Digital Signergy has over 3,000 screens installed in the US and Latin America with over 25 million monthly viewers.

Jose has also served as the Sales & Marketing Director at Sharp Electronics Latin America Group. At Sharp he was responsible for both short-range and long-range planning related to sales strategies, marketing strategies and product development. While at Sharp, Jose created the Sharp Virtual TV Network, the first pan-regional, retail based, digital signage TV network in Latin America. Prior to Sharp, José has held a number of marketing and media positions at Miami-based companies, including GDA, S.A., The Miami Herald and Ryder System, Inc.

Jose has his MBA in Marketing from the University of Texas and an International Finance degree from Georgetown University. Jose serves on various community Boards, including the Young Philanthropists of Baptists Hospital, The Zoo Miami Foundation as Treasurer and the Orange Bowl Committee where he was recently elected Second Vice Chair and will preside over the 2019-2020 Festival. He is a Trustee Member of the Greater Miami Chamber of Commerce and is Vice Chair of the Sports Committee. In addition, he was recently named to the CNC Board of Advisors and Chair of the American Heart Association Multicultural Leadership Committee. He was named one of the "40 under 40" prominent media executives by Internationalist Magazine in 2010. José is an "accountability champion," that new breed of executive who drives multiple business proficiencies – analytical and financial – towards the common goal of better overall performance.