



ANGIE LATTA

VICE PRESIDENT OF MARKETING

MARQUIS COMPANIES/CONSONUS HEALTHCARE

Since joining Marquis Companies and Consonus Healthcare in 2005, Angie Latta has helped create one of the most trusted brands in the senior care space. As Vice-President of Marketing, she oversees increasingly sophisticated, nuanced and measurable efforts to tell the organizations' story, support talent acquisition and census initiatives and elevate the conversation about senior care in America.

Soon after her arrival as Director of Marketing, Angie took the lead in a full-scale corporate marketing makeover, executing a rebranding campaign that tapped into the companies' unique culture in order to differentiate them in a competitive marketplace. She's still energized to have what she considers a marketer's dream job—crafting messages that are authentic, dynamic reflections of organizational values and integrity.

Over a 20-year sales and marketing career in politics, policy and health care, Angie has a proven track record of success from public relations and web communications to social media and advertising. She holds a Bachelor of Communications from Oregon State University, and is a member of the American Marketing Association.

An accomplished speaker, Angie helps audiences learn how to achieve tangible marketing outcomes with maximum impact and return on investment. Topics include the power of branding, values-based marketing, effective public speaking and the role and importance of social media and analytics.

Outside work, Angie enjoys photography and other creative pursuits, cooking, traveling with her husband and children, and doing everything possible to support the Oregon State Beavers. Philanthropic organizations relating to seniors and children are the focus of her volunteer efforts, and she's been actively involved with the Vital Life Foundation, Mercy Corps and Medical Teams International.



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