



Biography

Jeremy Harper

**Chief Marketing and Consumer Experience Officer,
BHSH System**

Jeremy Harper is the chief marketing and consumer experience officer of BHSH System—formed by the joining together of Beaumont Health and Spectrum Health in 2022. Jeremy leads several teams at BHSH System, including insights and analytics, consumer marketing, consumer experience, corporate and internal communications, and community relations.

Jeremy has a strong track record in consumer understanding, brand strategy, marketing, and communications, which dovetails with the health care industry's increasing focus on consumerism. He leads with a focus on driving clarity, building a strong culture, and encouraging and developing innovative solutions in view of the latest challenges and opportunities. He is passionate about making health care and coverage better for the communities BHSH System serves and the people who make it all possible.

Background

Jeremy has over 20 years of global experience in marketing and business leadership, gaining increasing responsibility leading teams, portfolios of products, and business units. Prior to joining Spectrum Health in 2019, Jeremy spent the majority of his career with Kellogg Company, working in markets around the world. His work included the development and rejuvenation of multiple brands to transformative marketing programs and innovation. He and his family relocated to Michigan over a decade ago and enjoy being an active part of the community.

Education

Born in Bristol, in Southwest England, Jeremy graduated from [Oxford Brookes University](#) in the U.K. with first-class honors in business studies.
