



Jesse Cureton
Executive Vice President and Chief Consumer Officer
Novant Health

Jesse Cureton is chief consumer officer and executive vice president for Novant Health. In this executive role, he is the visionary who directs strategic planning, marketing, public relations, community relations, the foundations/outreach, corporate health and other business functions. He is credited with unifying the system through a rebranding initiative that showcases Novant Health's commitment to building a culture of wellness and consumer engagement. The brand, which was launched four months after Cureton's start with Novant Health, elevates corporate presence and exemplifies remarkable patient experience. Mr. Cureton is a former Presbyterian Healthcare and Novant Health board trustee.

Cureton joined Novant Health after retiring from a laudable tenure with Bank of America. Recognizing banking as a comprehensive and multidimensional industry, Cureton explored and became a specialist in various disciplines. During his twenty-five year financial industry career, he successfully lead the local merger efforts in North Carolina for US Trust and Bank of America, developed training for 2000+ wealth management advisors in Premier Banking and Investments, and implemented tactics that greatly improved staff satisfaction, retention and productivity.

He currently serves as a board member with Queens University of Charlotte, the Charlotte Regional Business Alliance (formerly the Charlotte Chamber of Commerce), Foundation for the Carolinas, Charlotte Center City Partners, and the UNC Board of Visitors.

Cureton holds a Bachelor of Science from the University of North Carolina Chapel Hill and a Master in Business Administration, and Financial Planning Certificate from Queens University of Charlotte. He is also an executive program graduate from Harvard Business School and The Wharton School (of Business).