



Healthcare Association
of New York State

FOR IMMEDIATE RELEASE
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Accomplished Marketing Director Joins Healthcare Association of New York State

ALBANY, N.Y. – Kenya A. James, with a ten-year career in brand management, has joined the Healthcare Association of New York (HANYS) as the new Senior Director of Marketing. She will manage the overall marketing activities for HANYS and its for-profit business affiliates.

“Kenya James is a perfect fit for HANYS Solutions and Benefit Services’ business brands,” said William Van Slyke, HANYS’ Vice President for Marketing, Communications and Public Relations. “From our data analytics and health care market intelligence services, to our employee benefits and retirement products, her expertise will enable us to better articulate our unique ability to provide value-added, cost-saving solutions to employers, health care providers, associations, and other key markets.”

Before joining HANYS, Ms. James developed strategic and tactical marketing plans, market research and development activities, and promotional product placement in traditional and new media for natural foods, adult beverages, and consumer goods, including Lysol and Remy Martin Cognac. She has also served as a marketing consultant for The Clinton Foundation’s Urban Enterprise Initiative.

Ms. James is a 1997 graduate of Emory University, and received her Master of Business Administration Degree in international marketing management from Fordham University’s Graduate School of Business in 2001.

The [Healthcare Association of New York State](#) (HANYS) is the only statewide hospital and continuing care association in New York State, representing more than 550 non-profit and public hospitals, nursing homes, home care agencies, and other health care organizations.