



— Schlacter Consulting —

Katie Schlacter
Founder, Schlacter Consulting, LLC

Katie Schlacter is passionate about learning, developing strategy and leading teams in service of a mission. She founded Schlacter Consulting to leverage her unique expertise and bring a personal, thoughtful approach to serving her client partners.

Prior to founding her own business, Schlacter served clients as an executive at a top marketing and communications firm, held leadership roles at one of the nation's leading health care associations, and successfully launched the brand of a rising health care startup.

Katie brings significant understanding of the complex issues facing the health care system and the need for collaborative innovation. She was previously vice president and director of the [Health Care Council Fellows](#), a nationally unique initiative founded by Senator Bill Frist, M.D. The Fellows program convenes the nation's top leaders to explore solutions to the challenges facing the U.S. health care system. During her tenure at the Council, she also directed communications, program development and content strategy for the organization.

From the Council, Katie was recruited to join a startup data analytics company, [Embold Health](#), as vice president of communications. There, she launched the company's brand and lead the announcement of the company's first client – [Walmart](#). The Walmart announcement gained more than 500 media mentions of the Embold partnership, with a total reach of 611 million readers. In her role with Embold, Katie served on the executive team, led internal and external communications strategy and managed key stakeholder relationships.

She also spent many years as an executive at [MP&F Strategic Communications](#), where she served health care, nonprofit and retail clients. At MP&F, Katie provided strategic council on a variety of issues, including crisis management, new product launches, capital and public awareness campaigns, media announcements and partnerships. She developed and executed communications plans, deployed staff and resources, managed budgets and measured results.

Katie is an active member of Women Business Leaders of the U.S. Health Care Industry Foundation, Leadership Health Care, the Public Relations Society of America and the American Marketing Association. She was named to Nashville Medical News' InCharge Health Care 2019 list. A Nashville native, Katie is a graduate of Vanderbilt University.