

# HOW CEO TURNOVER IS TIED TO YOUR MARKETING RESULTS.

With the CEO turnover rate hitting 18% for the 4th year,\* remember: your CEO marketing list is degrading at the same rate. What to do? Simple. Implement a quarterly list review to get ahead of the hiring curve—and stay there.



**18%**

Percent of CEOs  
who leave their jobs –  
but not your list.

\* American College of Healthcare Executives Hospital CEO Turnover. June 14, 2018.