

UC San Diego Health

Jacqueline Carr



Jacqueline Carr is the chief communications and marketing officer at UC San Diego Health. UC San Diego Health is the region's only academic health system with \$3.6 billion in annual operating revenues and more than 14,000 team members who deliver world-class care to more than 1 million patients annually.

Carr leads an integrated team of award-winning communications professionals who are focused on health issues and crisis management, executive and employee communications, news and social media, and brand, digital marketing and sports sponsorships.

She is dedicated to protecting and elevating UC San Diego Health's reputation as a top-ranked academic health system with new locations across the region. Her goals include attracting diverse top-tier employee talent, elevating local and national clinical reputation, increasing awareness of primary and specialty care expertise, and fostering a safe and inclusive workplace.

Joining UC San Diego in 2002, Carr previously served as the executive director of communications and media relations for UC San Diego Health and communications director for UC San Diego Extended Studies. Before joining UC San Diego, she held several creative roles at advertising agencies and startups located in San Francisco.

Carr is an award-winning strategist and spokesperson whose passion for reputation management has garnered local, national and international media attention for UC San Diego Health. She was named PR Pro of the Year in 2022 by the Public Relations Society of America (PRSA) San Diego regional chapter, and she received the Robert G. Fenley Bronze Writing Award from the Association of Medical Colleges in 2021.

The UC San Diego Health communications team has earned more than 70 awards for excellence through the Association of American Medical Colleges, Health Care Communicators of Southern California, PRSA and the Television Academy.

Carr holds a bachelor of arts in law and society from the University of California Santa Barbara.