

PEOPLE ON THE MOVE

HIRINGS, PROMOTIONS, BOARD MEMBERS AND SPECIAL ANNOUNCEMENTS IN SAN DIEGO



HEALTHCARE
New Hire



Irena Boostani

Irena Boostani: Vice President, Strategic Marketing & External Affairs

Rady Children's Hospital-San Diego has selected Irena Boostani as the new vice president of strategic marketing and external affairs. Irena brings more than 20 years of marketing and public relations experience into her role.

Irena comes from a global marketing agency background, having led strategic campaigns for some of the largest clients as a senior vice president at TEAM LEWIS, a global marketing and communications agency with 24 offices around the world. She specializes in the development of national and multinational programs for companies

that represent tech, energy and health care industries. Known for setting new standards and processes, as well as building high performance teams, Irena supported new market development by founding two new practice areas for the agency and growing the San Diego office to become the largest in the US network.

At Rady Children's, Irena will spearhead the strategy development and execution for an integrated marketing program that will advance the goals of the organization – building awareness and differentiation, as well as supporting new market development. As part of the program, Irena will oversee media relations and thought leadership, events, digital marketing, and social media and influencer relations, among others.

"It's been a dream of mine to join the team at Rady Children's – an organization that is unequivocally synonymous with 'the pillar of our community.' As a marketer and a parent, I am really looking forward to advancing awareness of the expertise, innovation and excellence of the organization and our medical experts nationally as well as internationally," said Irena.

Irena holds BA, English, from Penza State University in Russia and MBA from San Diego State University. She will begin her role with Rady Children's on Dec. 6.



HEALTHCARE
New Hire



Karen Briggs

Karen Briggs: Vice President, Human Resources and Workforce Development

Rady Children's Hospital-San Diego, has selected Karen Briggs as its new vice president of human resources and workforce development after a comprehensive nationwide search. In her role, Karen will oversee Rady Children's benefits, compensation, employee relations, HRIS & labor strategy, recruitment, and volunteer services.

Prior to joining Rady Children's, Karen served as the associate vice president and chief human resources officer for University of San Diego. With more than 15 years of experience in all aspects of human resources administration, Karen has deep expertise constructively challenging established processes, bringing forward best practices, and leading transformational strategic HR initiatives.

Karen spent the early part of her career leading professional development and teacher credentialing programs at National University where she has also been an adjunct professor in their human resources programs. She has a doctorate in Leadership Studies from the University of San Diego, a master's in Education from National University, and a bachelor's in History from U.C.L.A.

"Rady Children's Hospital is a tremendously respected community partner in San Diego and I am excited to be joining the team," said Briggs.

On Dec. 6, Karen assumes the responsibilities of Cathy Nugent, who recently retired after more than three decades with the hospital.

COMPANIES ON THE MOVE

IN SAN DIEGO



INSURANCE

New Office Location

USI Insurance Services ("USI"), a world leader in risk management, employee benefit and retirement consulting, recently announced the opening of its first San Diego-based office. Moving from their previous office in Carlsbad, the new office, located at 4370 La Jolla Village Drive, Suite 310, neighboring San Diego's University Town Center, opened on November 15, 2021, and accommodates a team of local property/casualty and employee benefit consultants, technical resources and account management professionals.

USI employs approximately 400 professionals across 12 different office locations in California and plans to make additional hiring investments in sales talent and expertise in the local San Diego market throughout 2022.

"The opening of our new San Diego office reaffirms our commitment to delivering the innovative insurance and risk management solutions local businesses and individuals throughout San Diego and the greater Southern California region deserve," stated USI's President, Tim Prichard. "USI has become a premier insurance brokerage and consulting firm by leveraging the USI ONE Advantage®, a unique platform that delivers innovative risk management and employee benefit solutions with bottom-line financial impact."

Founded in 1994 in Sherman Oaks, California, USI started with a single office of 40 employees. Today, USI has grown to become one of the largest insurance brokerage and consulting firms in the world, with over \$2 billion in revenue and more than 8,000 professionals in approximately 200 offices across the United States.

Contact USI's San Diego office team directly at 760-795-9701 or usiwest@usi.com. To learn more about USI's best-in-class solutions and services, visit www.usi.com.