



Chris Roth

Ronald McDonald House Charities of Madison Board of Directors

Chris joined UW Health in 2018 as the Chief Marketing Officer, and leads marketing and communication initiatives across the system, including strategic communications, media relations, branding, and all marketing growth efforts.

He grew up in the northwest suburbs of Chicago, earned his undergraduate degree in Business Administration from Miami University in Oxford, Ohio, and his master's degree in Business Administration from Northwestern University. Chris' early career was spent as a consultant to Fortune 500 companies on growth and innovation efforts, both within the U.S. and globally. He then transitioned to strategic marketing, taking on various leadership roles across UnitedHealth Group and spent the bulk of his career helping large and small companies to advance their missions and better connect services to clients.

The Roth family's passion for RMHC was founded when they supported close friends who lost their child to brain cancer, witnessing the challenges their friends faced during the extended-healthcare circumstances. Chris is committed to connecting families to resources and care, allowing them to be as comfortable as possible and lead their happiest and most fulfilled lives.

Chris and his wife Kate were married nearly 20 years ago, with their wedding ceremony held at the McDonald's corporate training headquarters in the Chicago suburbs! Kate works as a speech pathologist in the Mazomanie school district, and they have two young sons and a daughter, plus a Sheepadoodle puppy. As Chicago natives they enjoy living in the Madison area and cheer loudly for the Badgers but can't shake their Chicago sports ties. Most of their family time is spent outdoors, including on soccer fields.

Having been on the large corporate side of healthcare, Chris feels energized by the ability to impact children and their families at American Family Children's Hospital. As a Board member, he hopes to help drive greater awareness of the RMHC Mission and programs throughout the faculty and staff of UW Health, patients, and the population of the greater Madison area.