

Abbie L. Gilbert

Public Health Advocate. Social Impact Investment Enthusiast. Community Engagement Champion. Experienced Strategy Leader with a demonstrated history in External Affairs, Business Development, Government Relations, Social Determinants of Health, Partnerships, and ESG.

Professional Experience

Humana, Office of Health Equity & Social Impact

Associate Director

2020-Current

- Developed and executes multi-state and multi-line of business national partnership strategy and in support of key strategic objectives, improved health outcomes and business growth
- Developed and executes external relations strategy in partnership with markets and key business leaders that results in increased thought leadership, business growth and retention for Humana
- Serves as subject matter expert and consults on health equity and partnerships for Medicaid Business Development growth strategies and strategic community relations
- Leads external communications strategy in partnership with corporate communications and marketing, positioning Humana as a thought leader in government business, social determinants of health and equity

Humana, Office of Health Affairs & Advocacy

Corporate Strategy Leader

2017-2019

- Evaluated and developed partnerships to generate publicity, pilots and programs for Humana's Bold Goal
- Partner with enterprise and OHAA on all external related projects and partnerships in order to grow the business, brand and relationships with key government partners
- Support Medicaid line of business on all strategy and related tactics that result in new state growth and business development

Humana, Office of the Chief Medical Officer

Partnership & Communications Consultant

2015- 2017

- Generated compelling stories and content about Humana's Bold Goal that demonstrated progress, improved brand perception and supported local market relationship cultivation
- Conference and speaking engagement strategy and execution in support of national and local thought leadership
- Distilled measurement and insights into messaging and communications materials in partnership with internal and external agencies
- Built relationships with community and thought leaders to grow industry awareness for Humana's Bold Goal

Humana, Management Consulting

Engagement Consultant

2013-2015

- Provided ongoing strategic support and development of initial business strategy for Humana's Bold Goal CSR/Community Engagement and Population Health model.

University of Louisville, College of Business

Corporate Affairs & Public Relations

2012-2013

Northwestern Mutual Financial Network

Director of Recruiting & Development

2007-2012

Community Leadership

- Volunteers of America Mid-States Board of Directors (current)
- Leadership Kentucky Class of 2023 (current)
- Younger Women's Club of Louisville, Treasure (current)
- Women in Government Relations & Public Affairs (current)
- Academy Health, Health Policy Orientation Graduate 2021
- Louisville Business First 40 under 40 Recipient, 2012
- Young Professionals Association of Louisville (YPAL), President, 2011
- Leadership Louisville Center, Ignite Louisville Class of 2011
- Greater Louisville Inc. LEAD Program Graduate, 2013
- Junior League of Louisville

Education & Graduate Certificates**Georgetown University, School of Continuing Studies, 2021**

-Certificate in Social Impact Partnerships

Harvard University Extension School, 2020

-Corporate Sustainability & Innovation Graduate Certificate

University of Louisville, 2007

-Bachelor of Science, Public Health