

Sarah Bouldin is a marketing executive who helps healthcare organizations turn complexity into clarity. As Vice President of Strategic Marketing at Centerstone, the nation's largest nonprofit behavioral health system, she leads the team responsible for driving growth, strengthening brand, and improving how patients access care.

With more than 15 years of experience across payer, technology, and provider settings, Sarah brings a rare cross-functional perspective to her work. She is known for translating complex operational and technical challenges into clear, actionable strategies that align leadership and move organizations forward.

Her work focuses on digital patient acquisition and building consumer-centered experiences that connect mission with measurable impact, using both disciplined process and compelling storytelling to turn strategy into execution.