

Jeffrey R. Waldman – Director

Jeffrey R. Waldman has been serving Bethesda Health Group, a St. Louis-based, not-for-profit senior living, care and services organization, as its Director of Marketing since 2007, and was promoted to Vice President in 2010.

In this role, Jeff is responsible for coordinating and implementing the marketing and communications strategy of the organization, including increasing the awareness and visibility for all Bethesda communities and home and community-based services through conventional media, community engagement and outreach, the website and social media.

Prior to joining Bethesda, Jeff worked at Missouri Baptist Medical Center, a member of BJC HealthCare, where he served as Manager of Public Relations and Media Communications.

Jeff is serving as Vice President of the Continuum of Care Marketing Association (COCMA), whose membership comprises more than 100 marketers who work at senior care and service organizations across the St. Louis area.

Also, Jeff serves as the Chair of the Communications Advisory Committee for the Parkway School District, and in on the Marketing committee at Congregation B'nai Amoona.

In addition, Jeff is a past President and board member of the St. Louis chapter of the Public Relations Society of America.

And in February 2016, Jeff accepted the position as President of Santa's Helpers, Inc., an organization he and his family have been supporting since 2011. Jeff was on the board of Santa's Helpers for two years before becoming President.

Jeff resides in Chesterfield, Mo., with his wife, Georgee, and his 11-year-old son, Chase.