



Carol S McCarthy

Carol S. McCarthy
President, R2 Brand Advisory

Core competencies: Brand strategy, product introductions, go-to-market planning and execution, customer experience and digital strategy

Carol McCarthy, President of R2 Brand Advisory is an entrepreneur and the founder of Remedy, a Chicago healthcare brand and strategy agency (sold in 2019.) She is highly respected among healthcare executives and boards for her counsel and success building differentiated, high performing brands in the U.S and overseas. From startups, midsize to Fortune 500 healthcare companies, client success stories include: Abbott, Accuray Oncology, Baxter, BrainLAB, GE Healthcare, Herman Miller Healthcare, IBM Watson Health, Midwest Orthopedics and over 100 U.S hospitals and health systems.

Carol is widely recognized as a trusted CEO and C-Suite advisor and strategist with 35 years' experience working with CMOs and marketing teams for health systems, medical device, IT, pharma, medical products, and services. Carol is respected for her straight-forward communications style, merger integration experience, and ability to gain consensus and buy-in for bold brand building and marketing initiatives among executives and boards.

Carol is experienced in governance in not-for-profit and for-profits, currently serving on the board of Medical Home Network. She has served on the National Women's History Museum, Royal American Bank and the Loyola University Chicago, Quinlan School of Business Advisory Board. She serves on the strategic planning, compensation, and audit committees.

She has been recognized for entrepreneurial and ethical business leadership. In 2013, she was awarded the Raymond C. Baumhart S.J., Award for Leadership, Ethics and Social Responsibility from Loyola University of Chicago, and in 2003, Carol was named Ernst and Young Illinois Entrepreneur of the Year for marketing and public relations. Inc. Magazine named Remedy one of the fastest growing private companies in 2007 and for three consecutive years, 2008, 2009 and 2010, the agency was recognized as one of Chicago's 101 Best and Brightest Companies.

She received her MBA in marketing and finance from Loyola University Chicago, Quinlan School of Business, Master of Science in Nursing from Rush University and B.S.N. from St. Louis University.