

Amanda Todorovich
Cleveland Clinic Executive Director, Content Marketing

Inducted into the Healthcare Internet Hall of Fame in 2019 and named 2016 Content Marketer of the Year by the Content Marketing Institute, Amanda Todorovich is the Executive Director of Content Marketing at Cleveland Clinic. She leads a the responsible for the #1 most-visited hospital blog in the country, Health Essentials, as well as clevelandclinic.org, social media, email marketing and SEO. Prior to joining Cleveland Clinic in 2013, Amanda was a co-founder and the Chief Content Officer at MedCity News. Amanda is a content marketing and social media thought leader with 20+ years of storytelling experience, and she is passionate about innovative communication and strategic content of all kinds.