



Arthur J. Ochoa
Senior Vice President, Advancement
Chief Advancement Officer

Arthur J. Ochoa is an accomplished executive, attorney and civic leader. As senior vice president of Advancement and chief advancement officer, he leads Cedars-Sinai's external relations, including community engagement, development and marketing/communications.

He joined Cedars-Sinai in 2001 as director of planned giving. Prior to that, Ochoa practiced transactional and tax law for individual, corporate and not-for-profit clients at O'Melveny & Myers LLP and Irell & Manella LLP. In his time between college and law school, Ochoa began his career as an advocate and policy analyst at Youth Service America in Washington, DC.

Ochoa's civic leadership includes serving as board chair of Charles R. Drew University of Medicine and Science, which is both a Historically Black Graduate Institution and a member of the Hispanic Association of Colleges and Universities. He is also board vice president of Marlborough School. Ochoa is a board member of the Pacific Council on International Policy, a board member of the Association for Healthcare Philanthropy, a member of the Yale Law School Association's Executive Board, a member of the Dean's Advisory Council of Tulane University's School of Liberal Arts and an honorary trustee of the Mexican American Bar Foundation. He is a past board chair of Planned Parenthood Los Angeles, a past board president of the Center for Early Education and a past chairman of the Los Angeles County Bar Association Tax Exempt Organization Committee.

He lectures frequently on communications, corporate governance, legal, management and philanthropic matters. Previously, Ochoa has served as an adjunct faculty member of American Jewish University. He has received awards and recognition from a number of organizations, including the National Hispanic Health Foundation, the Mexican American Bar Foundation, the National Medical Fellowships and Boy Scouts of America.

Ochoa earned a Bachelor of Arts degree in history from the University of Southern California (cum laude and Phi Beta Kappa) and a Juris Doctor degree from Yale Law School.



Pamela Puleo, FAHP

Chief Advancement Officer
Concord Hospital
Concord, NH

As Concord Hospital's Chief Advancement Officer, Pamela oversees Volunteer Services, Hospitality Services, Public Affairs and Marketing, and the Gift Shop and also serves as a member of the Hospital's Senior Management Team. Since 2007, she also has led the Concord Hospital Trust, which serves as the Hospital's philanthropic arm. Having achieved the highest level of certification available in the field of health care philanthropy (Fellow of the Association for Healthcare Philanthropy), she has nearly 40 years' experience in philanthropy, volunteer management and public relations for not-for-profit organizations, nine of which were with the American Cancer Society in three New England States and 32 with Concord Hospital.

Pamela has served as a Board member for New Hampshire's CONFR, Board member and President for the New England Association for Healthcare Philanthropy (NEAHP), and as a Board member for the Association for Healthcare Philanthropy (AHP) including terms as the Treasurer, Vice Chair for Education and Certification and Vice Chair for Membership and Communications. In addition, she has served on numerous community boards and committees in New Hampshire, including Special Olympics, United Way Merrimack-Concord SPCA, CATCH, Early Learning New Hampshire, and the Steering Committee for the Coalition to End Homelessness.

As a graduate of Boston University School of Public Communications, Pamela holds a degree in communications, specializing in not-for-profit public relations. She completed a Master's Program in Management, specializing in Non-Profit Leadership from New England College, where she currently serves as a faculty member in their Graduate Studies Program. Pamela also is on the Phenix Mutual Board in Concord, which is a member of the Encova Insurance in Columbus, Ohio.

(Photo by ©davewhitephoto)



Sharon A. Jones, FAHP, CFRE

Vice President of Development
Haven Hospice
Gainesville, FL

Sharon Jones started her career in health care fundraising in 1991. She presently is Vice President of Development at Haven Hospice in Gainesville, FL. Haven provides Advance Care Planning, Palliative Care consultations and hospice services to adults and children in 18 counties in Northeast Florida.

Before joining Haven, Sharon served as Vice President at Chapters Health System in Temple Terrace, FL for over 12 years. She led the fundraising efforts and directed and managed a comprehensive development program. Several capital campaigns were completed under her leadership along with the development of major and leadership gifts. Before Chapters, Sharon served for 14 years as Vice President for Development at Munroe Regional Medical Center in Ocala, FL.

Sharon was named the AHP Si Seymour recipient for 2018. She currently serves on the Board of Directors of the Association for Healthcare Philanthropy and has been a faculty member of the AHP Madison Institute from 2012 through 2019. She became the chair of the Institute in 2014 and served in that capacity through 2019. She serves on the AHP Certification Committee, which was responsible for a thorough review of the AHP Fellows program. She has frequently presented at the National Hospice and Palliative Care Organization annual conferences.

Sharon received her Bachelor of Arts degree from the University of Florida with high honors.



Bridget A. Murphy, CFRE
Chief Philanthropy Officer
VNA Health Group Foundation
Holmdel, NJ

Bridget A. Murphy is a Certified Fundraising Executive with more than three decades of experience in fundraising and nonprofit management consulting, predominantly for hospital and health care organizations. In her role as Chief Philanthropy Officer for Visiting Nurse Association Health Group since 2011, a leading nonprofit provider of home care, hospice and community-based care, Ms. Murphy is responsible for the leadership and direction of the VNA of Central Jersey (VNACJ) Foundation, the organization's fundraising arm.

VNA Health Group is a leading not for profit Visiting Nurse Association in the nation providing care in New Jersey, Mid-Ohio and Southeast Florida for 10,000 patients on any given day and over 150,000 individuals annually. Its unique joint partnership model with health systems leverages clinical and technical resources to operate Robert Wood Johnson Visiting Nurses, VNA of Englewood, VNA Health Group of New Jersey (Barnabas Health Home Care and Hospice, VNA of Central Jersey Home Care and Hospice), Visiting Physician Services, Visiting Nurse Association of Ohio and Cleveland Clinic Florida Visiting Nurses. The VNACJ Foundation generates charitable contributions and grant funding from individuals, corporations, foundations and government sources to support in-home and community-based health programs for the uninsured and under-insured.

Prior to joining VNA Health Group, Ms. Murphy was Senior Vice President and Managing Director with Graham-Pelton Consulting, a full-service fundraising and nonprofit management consulting firm based in Summit, NJ, and Vice President of Development with the Monmouth Medical Foundation in Long Branch, NJ.

Mrs. Murphy is a member of the Association for Healthcare Philanthropy (AHP) and currently serves on the Board of Directors. She is a member of the First Tee of the Jersey Shore Women's Advisory Board and Impact 100 Jersey Coast.



Jory Pritchard-Kerr, FAHP

President & CEO

Collingwood General & Marine Hospital Foundation
Collingwood, ON

Jory Pritchard-Kerr has been working in healthcare philanthropy since 1988.

As President & CEO of the Collingwood General & Marine Hospital Foundation, she is responsible for all aspects of the Foundation's programs including fundraising, donor relations, strategic planning and Board and volunteer development. Working in the incredibly generous market of Southern Georgian Bay (about two hours north of Toronto, Canada) has allowed Jory the opportunity to successfully implement programs usually only found in much larger, urban centres.

Jory has served multiple roles for the Association for Healthcare Philanthropy both in Canada and internationally including AHP Canada Regional Director, a director of AHP's Board of Certification and most recently as Past Chair of the AHP Board of Directors. Jory served on the faculty of the Madison Institute for six years, teaches both the Primer and Advanced Courses and presents regularly at AHP International and Convene Canada.

Jory was the fifteenth Canadian to be awarded the AHP Fellow in 2007. She served as an examiner of candidates for the AHP Fellows accreditation exam.

Jory is a graduate of the University of Waterloo.

Jory lives in Collingwood Ontario with her husband. She has three grown sons and three adorable grandchildren.