



Tom Comes

Senior Consultant

Marketer. Connector. Runner.

Tom Comes has a passion for both the art and science of marketing and was a pioneer in the application of customer relationship management (CRM) tools to healthcare strategic marketing. He is known for using analytics and sound marketing intuition to develop and deploy strategies that create deep, emotional brand connections with consumers and employees. Through his career spanning more than 35 years, he has developed an innate understanding of all marketing and communications disciplines including customer segmentation, digital marketing, brand development, direct marketing, content marketing, social media, public relations, and advertising. Tom understands the need to swiftly bring action to strategic marketing plans, stay on budget, and deliver return on marketing investment (ROI).

Prior to joining Corrigan Consulting, Tom worked with Borgess Health, a large healthcare provider located in southwest Michigan. Tom has also served as vice president & account director for several marketing communications agencies including Lawler Ballard (MI), Doe-Anderson (KY), and Fahlgren (OH) where he worked on a variety of business to business, consumer and retail accounts including Blue Care Network, McDonald's, Owens-Corning, Ames Lawn & Garden Tools, Jewish Hospital and Brunswick Boat Group.

Tom holds a Bachelor of Science degree in business administration with a major in marketing management from Miami University (OH). Tom has received numerous national, regional and local awards throughout his career. He serves as a board member for the southwest Michigan chapter of the American Marketing Association and the Hospital Hospitality House and is a published author on fitness and health care marketing.

Tom is an avid baseball fan, accomplished photographer and runner, finishing 11 half marathons.

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