

Kimberly Romo

Director of Marketing Operations & Business Development, HealthSouth Rehabilitation Institute of Tucson

Kimberly joined HealthSouth Rehabilitation Institute of Tucson (RIT) in April 2016 as director of marketing operations. She leads business development efforts and manages a team of nurse liaisons who assess patients for possible admission. She also takes care of all hospital marketing, advertising, media requests, outreach and sponsorships. Prior to joining the RIT team, Kimberly worked at Tucson Medical Center in the communications/marketing department. She spent 11 years in the broadcast journalism industry, including KGUN 9 in Tucson. Prior to moving back to Tucson, Kimberly reported and anchored the news in Yuma, AZ and San Luis Obispo, CA where she also did media training for the state of California through the California Specialized Training Institute. A ninth generation Tucsonan, Kimberly received a bachelor's degree in communication studies from the University of San Diego and is active on many boards in Southern Arizona.