



Matthew Roden, MBA, MHA, Area Vice President, and Community Engagement Lead for North Carolina and South Carolina.

Matthew Roden is AVP of Community Engagement and serves as the Community Relations Lead for North Carolina and South Carolina. As AVP of Community Engagement, Matt is responsible for leading the organizations community engagement strategy across the Carolinas. In this role, Matt deploys resources to address social and economic concerns to help the community thrive.

Matt recently served as the Director of Community Engagement in the North and Central areas of Greater Charlotte. He was responsible for managing corporate social responsibility initiatives in his areas including Advocate Health Gives (teammate giving), Advocate Health Serves (teammate volunteerism) and Advocate Health Invests (community grantmaking). In addition, Matt held Division responsibility for local sponsorship activation, community board service strategy, market system leader engagement, key stakeholder engagement, local government relations, corporate and business relations and a plethora of market related grassroots community initiatives.

During his nearly 15-year career with Advocate Health, Matt has held several key roles across a variety of Divisions including: Strategic and Integrated Marketing, Internal Communications, Public Relations, Levine Cancer Institute, and Community Engagement.

Matt is a passionate ally and advocate for a diverse, equitable and inclusive community. He currently serves on the Board of Directors at the Latin American Coalition and Our Bridge 4 Kids, both organizations which serve the Hispanic/immigrant/refugee community. He is a member of the Community Relations committee, a unique organization which acts as resident advisors on human and race relations for the City of Charlotte. He also serves as an executive board member for the Flywheel Health Equity Innovation Challenge, The Duke Endowment Health People Healthy Carolinas grant in North Meck, and the Charlotte Regional Business Alliance Young Professionals. Matt recently completed his participation in Leadership Charlotte Class 44.

Matt is married to his husband, Amadeo. He enjoys running, reading, and cooking. Matt and Amadeo look forward to expanding their family in the future years and are currently in the surrogacy process.