



## Biography

### **HUGH BLEEMER**

**ROC Project Consultant/Cohort Convener  
Outreach Officer  
Chester County Community Foundation**

Hugh Bleemer is a senior consumer finance/marketing executive with broad management responsibility and track record for increasing business performance.

Since his “false retirement” a few years ago, Hugh has worked for two Chester County non-profit organizations.

Currently, Hugh serves as the Chester County Community Foundation as a Community Engagement Officer. Hugh works on several projects focused on social justice, building community wealth, and board leadership, to maximize community participation and engagement.

Prior to this, Hugh served as Director of Marketing and Community Relations for The Hickman, an assisted living facility in West Chester that has maintained its Quaker traditions and values since its 1892 establishment. At the Hickman, Hugh was also responsible for recruiting and admitting new residents.

In his for-profit career, Hugh held a variety of positions over 20 years with JPMorgan Chase. From 2007-2015, Hugh was President of ChaseHealthAdvance, the elective healthcare financing division of Chase. ChaseHealthAdvance was organized as its own business unit within Chase, so all facets of the company, including Sales/Marketing, Risk, Finance, Operations, IT, and Collections reported to him.

Earlier in his career at Chase, Hugh was the Managing Director for Cobrands at Chase Card Services. In this capacity, he was responsible for establishing and building credit card programs with some of the world’s leading brands including Amazon.com, Microsoft, Continental/United Airlines, Southwest Airlines, Marriott hotels and Starbucks. Hugh also led the Credit Card New Customer Acquisition Marketing teams and the Existing Customer Marketing teams.

Prior to joining Chase, Hugh spent five years at Citibank’s Credit Cards Division in New York. A graduate of Northwestern University, Hugh and his wife live in West Chester.