



2025 Page Annual Conference



Kathryn Metcalfe
Visiting Professor,
NYU School of Professional
Studies

Kathryn Metcalfe is a visiting professor at New York University. She left her Chief Communications Officer role at CVS Health® for academia to shape the next generation of marketing and communications leaders.

Kathryn has diverse experience across communications, reputation management, crisis and issues management, as well as government affairs, marketing and M&A. Kathryn spent a total of six years at CVS Health, helping the Fortune 4 company transform to a health-driven powerhouse. She returned to the company after a stint at Bristol Myers Squibb™ where she led corporate affairs.

Previously, Kathryn served as the Aetna Chief Communications Officer during its historic deal with CVS Health. She served as Chief Communications Officer of Deloitte® and held senior communications roles at Pfizer and Novartis Pharmaceuticals Corporation. Kathryn started her career working for communications consultancies in the biotechnology and health care industries.

Kathryn is passionate about unleashing the power of her function and best known for helping companies accelerate change during transformation. She has received many awards for her work. Most recently, Kathryn was elected to the PRWEEK Hall of Femme and was recently recognized with a SABRE for her lifetime achievements.



Kathryn holds a master's degree and a bachelor's degree in journalism from Northwestern University. She served on the board of the Boise Urban Garden School (BUGS) and built a park in her hometown of Boise, Idaho. Kathryn has three children.