

Kelly Frazer Johnson Bio

Kelly Johnson is a healthcare growth marketing strategist, executive coach, and adjunct assistant professor with more than 25 years of experience helping healthcare organizations, leaders, and teams grow with clarity, trust, and impact.

Kelly spent 12 years at Emory Healthcare and Emory School of Medicine, where she developed a deep understanding of healthcare strategy, physician relationships, service line growth, academic medicine, and the complexity of leading inside large health systems. She later founded and led a fractional growth marketing agency, partnering with health systems, provider groups, healthcare service companies, and healthcare-adjacent organizations to strengthen positioning, build trust, improve patient and referral growth, and align marketing with business goals.

Today, Kelly brings that experience into her work as an executive coach in the healthcare space, supporting emerging and established leaders as they navigate growth, influence, communication, executive presence, and team leadership. She is also an Adjunct Assistant Professor at the University of Georgia, where she teaches professional development to future healthcare leaders.

Across her work, Kelly is known for blending strategic marketing expertise with a coaching-centered approach to leadership development. She helps leaders and organizations clarify what matters most, communicate with greater confidence, and build the trust needed to create meaningful, sustainable impact.