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Society for Maternal-Fetal Medicine Appoints Christina Wurster as CEO

Washington, DC (January 19, 2021) – Christina J. Wurster, MBA, a global medical society executive, has been named Chief Executive Officer of the Society for Maternal-Fetal Medicine (SMFM), an organization that supports the practice of maternal-fetal medicine by providing education, promoting research, and engaging in advocacy to optimize the health of those with high-risk pregnancies and their babies. Wurster brings more than 20 years of experience in strategic planning, program development, communications, and stakeholder relations to this role.

Currently, Wurster is Chief Strategy Officer of the Heart Rhythm Society, an international leader in science, education, and advocacy for cardiac arrhythmia professionals and patients. As a senior member of the executive team, she directs revenue generation, membership, global and strategic partnerships, publications, digital health, and strategic planning for a thriving 7,200-member organization.

“The Society for Maternal-Fetal Medicine continues to grow in size and influence. We are thrilled to welcome a dynamic and effective leader and think that Christina Wurster will help assure our Society’s continued success,” said Judette Louis, MD, MPH, President of SMFM.

During her tenure at the Heart Rhythm Society, Wurster developed innovative partnerships that have resulted in increased revenue and diversified income-producing channels which include \$5.6M+ annually in grants and sponsorships, and new programs such as three start-up initiatives financed by a new-business opportunities fund. She also led the Society as it moved from supporting one to four peer-reviewed journals, including its launch of the first-in-market *Cardiovascular Digital Health Journal*. In addition to her current leadership role, Wurster has previously served the Heart Rhythm Society in a variety of executive positions including as Chief Revenue and Development Officer, Vice President of Brand and Development, and Director of Business Development and Corporate Relations.

Prior to the Heart Rhythm Society, Wurster was Manager of Strategic Marketing and Planning for Massachusetts General Hospital where she was the lead strategic planner and liaison to the Heart and Vascular Centers.

“I am excited to join the growing SMFM community. This passionate group of specialists is truly focused on delivering the best care possible for their patients and families. The mission of SMFM is of critical importance to the millions of pregnant women and their babies worldwide, and I look forward to partnering with the Board, members, and the staff to design and deliver an envisioned future that advances the mission of SMFM.”

Wurster holds a BA in business administration and communications from Indiana University and an MBA from the University of Massachusetts-Boston. She is currently an Associate Adjunct Professor at University of Maryland's Global Campus (UMGC), where she teaches nonprofit management, strategic planning, and healthcare management. Wurster will assume her responsibilities as CEO of the Society for Maternal-Fetal Medicine on February 15, 2021.

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About SMFM

Established in 1977, the Society for Maternal-Fetal Medicine (SMFM) is a non-profit, membership organization based in Washington, DC. With more than 5,000 member physicians, scientists, and women's health professionals around the world, the Society supports the clinical practice of maternal-fetal medicine by providing education, promoting research, and engaging in advocacy to optimize the health of high-risk pregnant women and their babies. SMFM hosts an annual scientific meeting in which new ideas and research related to high-risk pregnancies are unveiled and discussed. For more information, visit www.smfm.org.