

Alexander P. Lutz, Jr., Public Relations and Marketing

Alex has been a valued member of Richmond University Medical Center since 2018, advancing from Director of Public Relations and Marketing to his current position as Vice President. In this role, he oversees the development and implementation of advertising and marketing initiatives that promote the hospital's services, staff, and programs to the Staten Island community and beyond. He collaborates closely with community leaders and key stakeholders to strengthen RUMC's mission and public reputation, serves as the hospital's official spokesperson, and directs all public and community relations activities.

Throughout his tenure, Alex and his team have introduced innovative strategies to highlight the hospital's world-class services across print, digital, and social media platforms. Their efforts include the launch of the acclaimed *RUMC Connections* podcast series and the *RUMC Vital Signs* television program, which he hosts. *RUMC Vital Signs* airs on Community Media of Staten Island, Channel 34, and features conversations with medical professionals that engage and inform the local community.

Under his leadership, RUMC's Public Relations and Marketing Department has received more than 70 international marketing awards recognizing excellence in creativity, design, messaging, and overall effectiveness.

Prior to joining RUMC, Alex served as Executive Director of the Staten Island Not For Profit Association (now NonProfit Staten Island), where he supported local nonprofit organizations through training, resource development, and funding initiatives. From 2005 to 2016, he held the position of Senior Regional Director of Community and Government Relations for the American Red Cross in Greater New York. During his tenure, Alex was honored by the National American Red Cross for his leadership and extensive community outreach in the aftermath of Hurricane Sandy in 2012.

Earlier in his career, Mr. Lutz served as a Public Relations Specialist with Zetlin Strategic Communications (2002–2005) and as Chief of Staff to New York City Council Member Alfonso C. Stabile (1996–2001). He also worked in television and print journalism, serving as a reporter and Editor-in-Chief for a local newspaper in Queens, New York—a role he began immediately after earning his Bachelor's Degree in Journalism from St. John's University's Queens campus.

Mr. Lutz continues to demonstrate his commitment to community service through his role as a board member of NonProfit Staten Island. He previously served on the board of IlluminArt Productions, a Staten Island–based nonprofit organization, including three years as Board Chair.