



# SUSAN HAYES GORDON

EXTERNAL AFFAIRS EXECUTIVE



Susan Hayes Gordon is a nationally recognized leader in healthcare policy, government affairs, and advocacy, with a track record of securing transformative funding and driving legislative change to improve pediatric health outcomes. At Lurie Children’s Hospital, she led successful legislative campaigns for 38 years—such as expanding newborn screening and securing federal funding for the Pediatric Pandemic Network—while helping position the organization as a national and statewide leader in child health.

Susan brings extensive experience navigating Medicaid and Managed Care, developing public-private partnerships, and securing community and government support for major urban planning initiatives. A Leadership Greater Chicago fellow, she served for years on the Civic Federation of Chicago board and continues to serve as a board member of The Magnificent Mile Association as a founder and leader of the Emerging Leaders program. She served for years as Vice Chair of Lurie Children’s Policy and Advocacy Committee.

847.372.7718

[www.linkedin.com/in/susanhayesgordon](https://www.linkedin.com/in/susanhayesgordon)

[susan@susanhayesgordon.com](mailto:susan@susanhayesgordon.com)

## EDUCATION

**University of Chicago, Booth School of Business:** Strategic Marketing Management

**Marquette University:** B.A. Political Science and French

## COMMUNITY LEADERSHIP AND RECOGNITION

-Leadership Greater Chicago Fellow

-The Magnificent Mile Association

Board Member (2015 – Present)

-Civic Federation of Chicago

Board Member (2013 -2025)

-Illinois/American Business Immigration

Coalition Member (2013 – 2025)

Woman’s History Month Award given by Illinois Comptroller Susana Mendoza (2024)

George D. Kennedy Award for Distinguished Leadership given by Ann & Robert H. Lurie Children’s Hospital (2025)

Carondelet Award given by Cretin-Derham Hall Highschool (2024)

Invited by Illinois Legislative Leaders to be a keynote speaker on leadership at the Emerging Women Leaders Conference (2024)

IL Dept of Healthcare and Family Services Medicaid Advisory Committee Chair (2010-2018)

## HIGHLIGHTED ACCOMPLISHMENTS

### Government & Community Relations | Policy Development

Susan led the development of Lurie Children’s behavioral health strategic plan and advocacy in the face of the children’s mental health crisis. She helped protect essential public funding that represents 38% of the hospital’s net revenues over the past decade—including \$600 million in FY24 alone. She and her team secured over \$30 million in capital funding, \$114 million in pandemic-related support, and spearheaded the creation of the Pediatric Pandemic Network, delivering \$25 million annually to a ten-hospital national consortium. Her work advising the Illinois Department of Healthcare and Family Services as Chair of the Medicaid Advisory Committee (2010–2018) and contributing to national Medicaid recommendations for the Children’s Hospital Association underscores her expertise in navigating complex healthcare policy environments.

### Advocacy & Lobbying | Coalition Building

A powerful advocate for innovation in children’s health, Susan has executed numerous advocacy campaigns to increase access to care for low-income children by increasing Medicaid funding and access to curative therapies through legislative change. For years, she served on the Government Relations Subcommittee of the Children’s Hospital Association’s Public Policy Committee, the Illinois Hospital Association’s Advocacy Outreach Committee and as Vice Chair of Lurie Children’s Policy and Advocacy Advisory Committee, guiding the institution’s policy positions and strategic priorities.

### Relationship Development | Urban & Community Strategy

Susan has played a central role in managing urban planning challenges, including securing community support for the \$630 million construction of Lurie Children’s Hospital and its heliport in downtown Chicago. Her leadership helped establish a 20-year master plan agreement with community partners in Lincoln Park and continued through her role as Vice Chair of Lurie Children’s Heliport Review Committee, which oversees critical care air transport in compliance with municipal ordinance.

## CAREER PROGRESSION

- Susan Hayes Gordon Strategies (Established 2026)
- Ann & Robert H. Lurie Children’s Hospital of Chicago
  - Sr. Vice President and Chief External Affairs Officer, Lurie Children’s Hospital
  - Chief Marketing and External Affairs Officer, Lurie Children’s Hospital
  - Chief, Communications and External Affairs, Lurie Children’s Hospital
  - Chief, Government and Community Relations Officer, Children’s Memorial Hospital
  - Vice President, Government and Community Relations, Children’s Memorial Hospital