

Andrea Higham
Director
The Johnson & Johnson *Campaign for Nursing's Future*
Johnson & Johnson

Since 2002, Andrea Higham has served as director of The Johnson & Johnson *Campaign for Nursing's Future*. In this capacity, she is responsible for advertising, marketing and communications initiatives that support the \$50 million public awareness campaign created to enhance the image of the nursing profession, recruit new nurses and nurse faculty, and retain nurses currently in the profession. Higham's work on this effort has resulted in raising millions of dollars for nursing scholarships, programs and faculty fellowships, as well as national recognition from numerous corporate, media and health care organizations.

In addition to her leadership role with the nursing campaign, Higham is a key member of the Johnson & Johnson Corporate Equity Team. Her responsibilities include developing and executing projects that burnish the Johnson & Johnson "Trustmark" and managing the Trustmark's equity in a way that will preserve and enhance its value to the corporation for years to come.

Higham earned a Bachelor of Arts degree from Rollins College in Winter Park, Fla. In 2004, she was awarded an honorary Doctor of Humane Letters degree from Jefferson College of Health Professions in Philadelphia, and currently serves on the national board of the Nurse Family Partnership and the board of the Friends of the National Institute of Nursing Research.