Discovery Behavioral, formerly Cliffside Malibu, Hires New Marketing Chief

01/11/2019 - ATIN- Discovery Behavioral, formerly Cliffside Malibu, has hired Sandra Sellani as its new marketing and sales chief, a direct report to CEO John Peloquin. A battle hardened veteran of the ruthlessly competitive for-profit behavioral health marketing trenches, Sellani worked sales and marketing at Charter Medical at a time when Charter was briefly the nation's largest for-profit behavioral health provider, before managed care brought debt heavy Charter down, along with the rest of the industry.

Prior to joining Discovery, Sellani worked a variety of senior marketing roles at companies either directly in medical services or in industries closely related, including NVISION Eye Centers. Known among her marketing peers as an expert in rebranding, Sellani transformed the former TLC Laser Eye Centers into NVISION.

No doubt it was Sellani's demonstrated expertise, as well as ability to execute, in rebranding that attracted Peloquin. He is seeking to shed Cliffside Malibu's niche high end image, building an image instead that more closely conforms to the diversified behavioral health concern Discovery is growing into..

ted@treatmentmagazine.com