



OREGON COLLEGE *of* ORIENTAL MEDICINE

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Philip H. Lundberg Steps Up As OCOM's New President and Chief Executive Officer

FOR IMMEDIATE RELEASE

The Oregon College of Oriental Medicine Board of Trustees is pleased to announce **Philip H. Lundberg, PhD, MHSA** as OCOM's sixth President and Chief Executive Officer. He succeeds President Sherri L. Green in the position. Reflecting on his new role, Dr. Lundberg feels "honored to be selected to lead this amazing organization. OCOM has a reputation for the quality of its programs, its community service orientation, national engagement, and leadership. I look forward to helping continue and strengthening these characteristics."



Board Chair Karen Williams expressed excitement about the appointment of Lundberg as OCOM President: "When Dr. Green decided not to continue as President of OCOM, the Board was thrilled to have someone as capable as Dr. Lundberg already in the organization, prepared and eminently qualified to assume that role. For the last four years, Dr. Lundberg has worked closely with Dr. Green on all of the major issues faced by the college. Having led us through the strategic planning process, Dr. Lundberg is uniquely qualified to assume the presidency. We are thrilled to have such a seamless transition of leadership."

Dr. Lundberg earned a PhD in Organizational Systems from Saybrook University and a Master of Health

Services Administration from Arizona State University. His doctoral program focused on culture, motivation, and high performance teams. He has built an impressive and diverse 35-year career spanning leadership roles in hospitals, consulting, training, planning, and higher education both in the United States and internationally.

Speaking of what made Dr. Lundberg an attractive candidate to be OCOM's next president, Williams noted, "He has a proven record of leading organizations, particularly during times of uncertainty or change. He combines an ability to help clarify a unifying vision for the future with the operational skills to make that vision a reality."

Founded in 1983, OCOM is a single-purpose professional graduate school that offers first professional and postgraduate degree programs in acupuncture and Chinese medicine. OCOM's mission is to transform health care by educating highly skilled and compassionate practitioners, providing exemplary patient care, and engaging in innovative research within a community of service and healing. Our 1,500 graduates practice, teach, and research Chinese medicine in 50 states and across the globe, and have provided an estimated 10 million treatments over the past 36 years. Additional information about the college is available on our website:

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