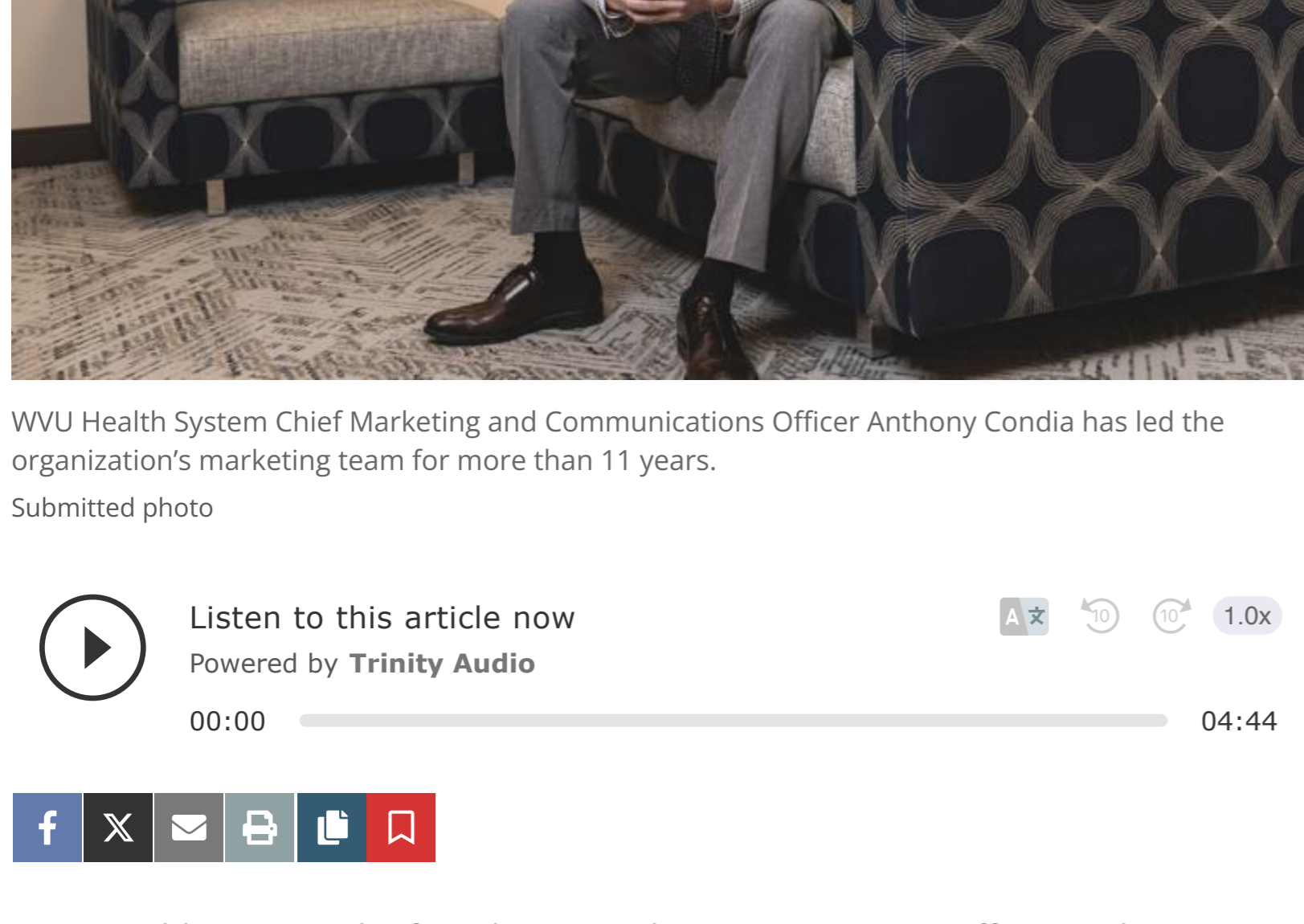


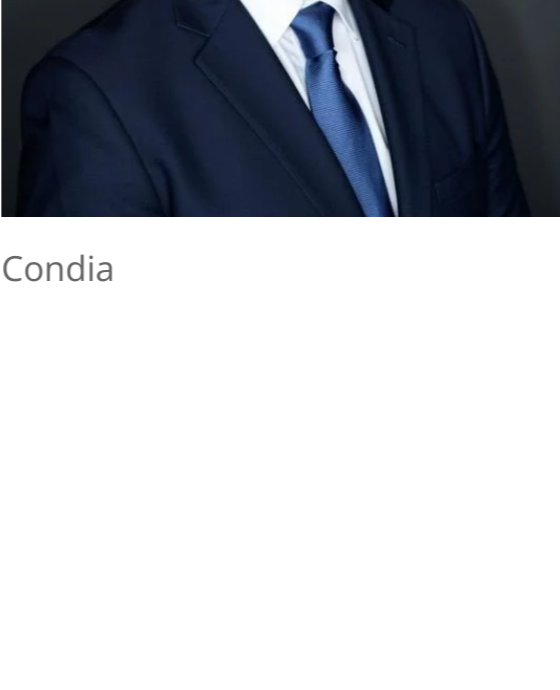
Anthony Condia: Defining the art of storytelling in West Virginia health care

by John Mark Shaver FAIRMONT NEWS EDITOR Feb 23, 2026 3 min to read



WVU Health System Chief Marketing and Communications Officer Anthony Condia has led the organization's marketing team for more than 11 years.

Condia has been WVU Medicine's chief marketing officer since he joined the organization in December 2014. As a member of WVU Medicine's senior leadership team, Condia oversees all marketing, communication, public relations and external affairs for the 35,000-employee health system.



Condia

"What I have found most gratifying is being part of a broader team supporting the vision that (WVU Medicine President and CEO Albert Wright) has around how we can better care for West Virginians and the broader region," Condia said.

Condia said his philosophy regarding his career and leadership style begins with the counseling and mentorship he aims to provide for his team members.

"We're the storytellers," Condia said. "Part of our role is to educate people about what we do and connecting them to the services we offer. Albert often talks about, when he first got here, when he walked out of (Milan Puskar Stadium) and looked at Ruby, it looked like a big general hospital. Today, when you look at it, you see a series of highly specialized institutes. ...

"It's ensuring that people across West Virginia and the broader region understand now that we can provide that highly specialized care, whether it's at the Heart and Vascular Institute, Neuroscience Institute or Cancer Institute. You can get that right here versus having to go out of state, which often was the case 10 years ago."

As WVU Health Systems continues to grow, Condia said he and his team want to ensure that there's consistency across the board, and he noted that one of the marketing department's goals going forward is making sure there is symmetry and alignment in "all corners" of the organization.

"We want to be excellent stewards of the university's brand and make them as proud of WVU Medicine as we are," Condia said. "As we continue to grow, we want to build enthusiasm across the organization for our identity and being part of something bigger that is very mission-forward and patient-focused."

Condia said that he is "deeply honored" to be named the 2026 West Virginia Business Leadership Awards CMO for a Large Business of the Year, noting that while being recognized in this way was never on his bingo card, he's satisfied that the work that he and his team do every day does not go unnoticed.

"Something like this is only possible through a broader team," he said. "It's that team that has propelled the brand. There are so many creative, smart, talented people who are part of our broader marketing and communications team working at hospitals and system, engaged with clients within the organization at all levels to help them find a voice in an increasingly complex media world. ...

"The most satisfying part of my job over the years is working with the creatives, whether that's photography or design or hard marketing. Being able to work with them collectively and stitch together a service that we think provides value to the organization has been very gratifying."

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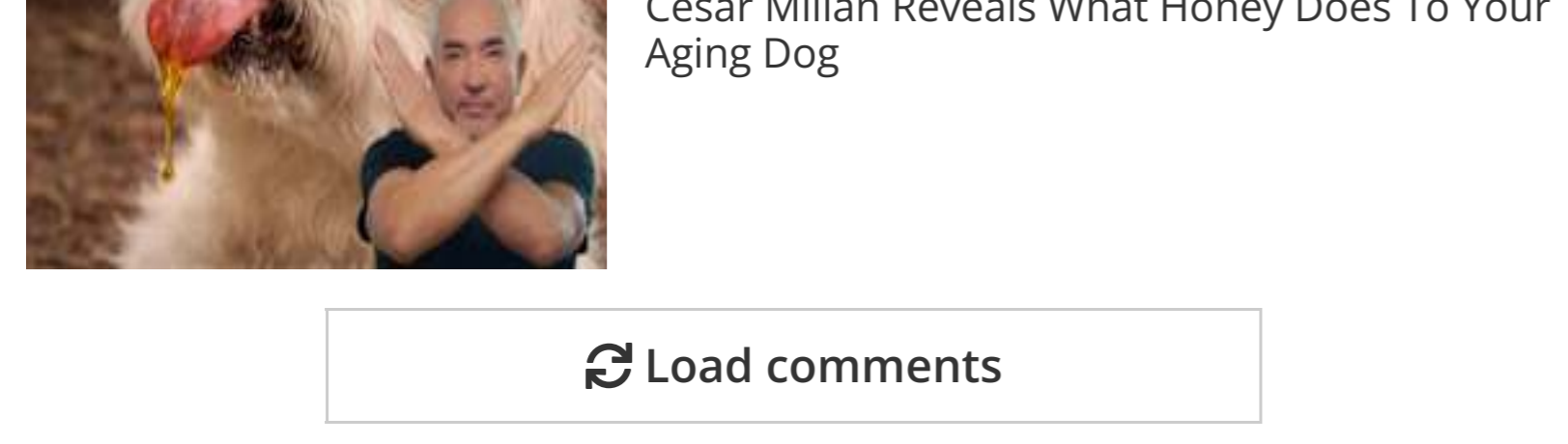
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