

About Cassie Bruce

Cassie helps organizations re-charge their wellness programs, empowering their employees to improve their well-being and resilience. She has worked with hundreds of employers to transform their workplace culture, mitigate health risks and implement meaningful wellness initiatives that resonate with employees and support the organization's enterprise-level objectives. In her current role as Director of Corporate Health at Baptist Health, a 12,000-employee health system in Jacksonville, Florida, she drives strategic growth with area employers and leads a team that provides wellness solutions designed to improve employee health, well-being and productivity. Cassie also volunteers as the Chair of the First Coast Worksite Wellness Council, a 501(c)(3) organization focused on improving the health of Northeast Florida by sharing resources for developing employee wellness programs. Cassie is a Gallup-Certified Strengths Coach, Certified Worksite Wellness Specialist (CWWS), Certified Wellness Program Coordinator (CWPC), Certified Personal Trainer and Certified Health Coach. She graduated Magna Cum Laude with a Bachelor of Science in Communications from the University of North Florida. Originally from Wisconsin, Cassie moved to Florida in 2011 to avoid the snow and have the ability to play beach volleyball and golf year-round. She also enjoys hiking, chasing her young kids around and traveling with her family.