



Keri Kaiser

Board Director

Keri Kaiser serves as the Chief Revenue Officer for Health-E Commerce, a consumer health and wellness online retailer. Keri is a seasoned business leader with a proven track record in accelerating growth and revenue across multiple industries in both public and private company environments. Prior to joining Health-E Commerce, Keri held CMO, CXO and CRO positions at Children’s Health System of Texas and the AT&T Performing Arts Center. She also served in various leadership, marketing and strategy roles in early-stage tech ventures, and at Frito-Lay and the Price Waterhouse Strategy Group. Currently, Keri serves as an Independent Board Member for Sonic Automotive (NYSE: SAH), one of the largest automotive retailers in the U.S. and as a Member of the Texas Women’s Foundation Board of Directors. Keri earned a Master of Business Administration at Harvard Business School and a Bachelor of Arts in English Literature at Smith College. She is a Member of the Women Business Leaders of the U.S. Health Care Industry Foundation (WBL) and the Trinity Park Conservancy Programming Committee in Dallas, TX.

Keri is the recipient of several honors, being named one of the 2020 People of the Year by PR News, one of the 25 hospital and health system CXOs to know by Becker’s Hospital Review, a finalist for Outstanding Healthcare Executive Award by D CEO and a Women in Business Honoree by the Dallas Business Journal.

Keri is a board member of Sonic Automotive (NYSE: SAH), a Fortune 500 company and among the largest automotive retailers in the United States. She is also a member of the Texas Women’s Foundation board and has served as a member of the SMU Digital Accelerator Advisory Board and the DCVB Health Care Advisory Board.

She holds a Bachelor of Arts degree from Smith College and a Master of Business Administration from Harvard Business School. She is married with two children and resides in Dallas.