

## Covista Expands Michael Betz's Role to Chief Growth & Innovation Officer

2026-04-06

*Company unifies digital, innovation and marketing under expanded leadership mandate*

*Betz to retain position as President of Walden University*

CHICAGO--(BUSINESS WIRE)-- Covista (NYSE: CVSA), America's largest healthcare educator, today announced that Michael Betz has been named Chief Growth & Innovation Officer, expanding his responsibilities to include oversight of the company's Marketing organization while retaining his roles as President of Walden University and leader of the Digital organization. In this expanded role, Betz will bring together Covista's two centers of excellence to drive growth through innovation and greater integration across its portfolio of institutions.

"The way students discover and engage with educational institutions is being transformed by artificial intelligence and digital technology, and we intend to be at the forefront of that shift," said Steve Beard, Chairman and CEO, Covista. "By bringing marketing and digital innovation together under Michael's leadership, we are creating a significant competitive advantage — one that will sharpen our strategy, accelerate student engagement, and drive growth across our portfolio."

Betz brings deep transformation and marketing expertise to this expanded mandate. Prior to Covista, he was a partner at McKinsey & Co., where he helped lead the firm's higher education and growth transformation practices. He also served as Chief Marketing Officer at Ellucian, held senior leadership roles at Strayer University as SVP, CMO, and Head of Strategy, and served as CMO at Pansophic Education, where he led marketing strategy across a portfolio of institutions.

"The convergence of marketing, digital, and innovation is where the real opportunity lives, and we are now built to capture it," said Michael Betz, Chief Growth & Innovation Officer, Covista and President, Walden University. "By bringing these functions together, we can move with greater speed and precision — building a more integrated, performance-driven engine that attracts students, strengthens our institutions, and delivers meaningful results for the business. I have seen firsthand what is possible when these capabilities are aligned, and I am excited to put that experience to work for Covista."

As part of this transition, Maurice Herrera, Chief Marketing Officer, will be stepping down from his role following the company's organizational evolution. During his tenure, Herrera played a key role in building and scaling the company's marketing organization, strengthening its institutional brands and co-leading the enterprise rebrand.

"Maurice has been an important leader in strengthening our marketing capabilities and advancing our brands in a way that has driven strong business results. We are grateful for his contributions and wish him continued success in what lies ahead," said Beard.

More information can be found at [covista.com](http://covista.com).

### **About Covista**

Covista is America's largest healthcare educator, serving more than 97,000 students and supported by a community of 385,000 alumni across five accredited institutions. Through personalized, tech-enabled education powered by 10,000 faculty and colleagues, Covista expands access to healthcare careers and addresses the U.S. healthcare workforce shortage at scale. Covista is the parent company of American University of the Caribbean School of Medicine, Chamberlain University, Ross University School of Medicine, Ross University School of Veterinary Medicine and Walden University. For more information, visit [covista.com](http://covista.com) and follow us on [LinkedIn](#), [Instagram](#) and [YouTube](#).

Media Contact: Maureen Bender, [covistamedia@covista.com](mailto:covistamedia@covista.com)

Source: Covista Inc.