



Jordan Rogers
Director of Relationship Marketing
The NC Telehealth Network Association (NCTNA)

Jordan Rogers is the Director of Relationship Marketing for the NC Telehealth Network Association (NCTNA). NCTNA is a member-led nonprofit that connects North Carolina's public and nonprofit healthcare providers with reliable, medical-grade broadband by leveraging a partnership with NC's Research & Education Network (managed by MCNC). Through NCTNA, members access a secure statewide fiber optic network and FCC-funded broadband discounts.

A first-generation college graduate from Appalachian State University, Jordan's nonprofit journey began with sea turtle conservation on the NC coast. She later worked in the Seychelles of Africa, serving as a dual marketing and development specialist and conservationist on Fregate Private Island. When she returned to the U.S., she transitioned to marketing for nonprofit and private healthcare, supporting drug and alcohol rehabilitation hospitals and leading marketing & development efforts for surgical groups in South Carolina.

One of her current areas of focus is preserving and modernizing the Universal Service Fund, which helps fund broadband for healthcare providers, schools, and libraries nationwide. Jordan is passionate about supporting healthcare providers and the communities they serve through her work with NCTNA. She also serves on the Board of Directors for the Kramden Institute and the NC Chapter of HIMSS.

