



MEDIA CONTACT

Rae Matson, RPM PR

On behalf of Central California Blood Center

Cell (559) 351-9958

Email rae@rpm-pr.com

CENTRAL CALIFORNIA BLOOD CENTER WELCOMES NEW CEO CHRISTINE HAYES

Accomplished leader brings vision & dedication to strengthen lifesaving efforts across the region

Fresno, CA – February 11, 2025 The Central California Blood Center is excited to announce the appointment of Christine Hayes as its new President and Chief Executive Officer. Christine brings over 30 years of extensive experience in the blood banking industry, including 22 years in critical leadership roles at LifeServe Blood Center, one of the 15 largest community-based blood centers in the United States.

Christine Hayes is a proven leader with a remarkable track record of operational excellence, strategic vision, and a steadfast commitment to ensuring a safe and reliable blood supply for the communities she serves. As Chief Operating Officer at LifeServe Blood Center, Christine managed a \$50 million not-for-profit organization, employing over 350 team members and serving more than 190 hospitals across Iowa, Nebraska, Illinois, and South Dakota.

During her tenure, Christine spearheaded initiatives that elevated LifeServe's operational footprint, including the development and expansion of blood collection, donor recruitment, and component manufacturing programs. Under her leadership, the organization achieved notable milestones, including becoming one of the top five producers of convalescent plasma during the COVID-19 pandemic.

Throughout her career, Christine has been recognized for her ability to foster collaboration, mentor leaders, and cultivate high-performing teams. She has built trusted relationships with blood center leaders across the nation and has served on numerous industry boards and committees, including the National Blood Collaborative, America's Blood Centers, and the Association of Donor Recruitment Professionals (ADRP), where she was a past president.

"I am honored to join the Central California Blood Center and work alongside such a dedicated team committed to providing a safe and reliable blood supply," said Christine Hayes. "I look forward to building on the Central California Blood Center's legacy of service and innovation, engaging with our community partners, and ensuring that every donation contributes to saving lives across our region."

Christine holds a Bachelor of Business Administration from Iowa State University and has been an active leader in numerous industry organizations and community initiatives. She brings a passion for operational excellence, community engagement, and mission-driven work to CCBC.



As CCBC enters this new chapter under Christine's leadership, the organization remains committed to supporting the Central Valley's healthcare systems with lifesaving blood products and ensuring donor experiences are welcoming and impactful.

For more information about the Central California Blood Center and how to support its mission, visit <https://www.donateblood.org/>.

INTERVIEW OPPORTUNITIES

Christine Hayes, CEO of Central California Blood Center, is available for interviews

VISUALS

Photo of Christine Hayes can be found [HERE](#) (photo credit: LifeServe Blood Center)

ABOUT THE CENTRAL CALIFORNIA BLOOD CENTER

The Central California Blood Center is at the heart of our community, providing lifesaving blood to more than 20 hospitals in Fresno, Tulare, Madera, Kings, and Mariposa Counties. Every six minutes, someone in our community needs a life-saving blood transfusion. In those critical moments—after an accident, during surgery, or in a fight against illness—the blood already on our shelves is what saves lives. Your donation today means that tomorrow, when someone's family is hoping for a miracle, we're ready. Giving blood isn't just a donation; it's a lifeline for our neighbors, our friends, and our family right here at home. Stay connected with the Central California Blood Center on [Facebook](#), [Instagram](#), and [Twitter](#).

###