

**J. Mark Baiada, Founder and Chairman**  
BAYADA Home Health Care

J. Mark Baiada founded BAYADA Home Health Care in 1975 with the mission *to help people have a safe home life with comfort, independence, and dignity*. Today, BAYADA has grown from its humble beginnings to become a global leader in home health care, serving clients from hundreds of office locations in the US, Germany, India, Ireland, New Zealand, and South Korea.

Mr. Baiada oversaw his company's transition to a nonprofit organization, effective January 2019. Unprecedented in the industry, that decision was made to preserve the BAYADA mission, core values, and business model for generations to come and to help realize *The BAYADA Way's* vision to help millions of people worldwide experience a better quality of life at home.

In November 2018, Mr. Baiada divided \$20 million of his personal funds among current and long-time former BAYADA employees as a Gift of Gratitude for their contributions and commitment to the company mission.

Most recently, Mr. Baiada founded [BAYADA Education](#), a nonprofit organization dedicated to solving the nursing shortage by partnering with health care providers to bring more great nurses into the world.

Mr. Baiada's journey in family, business, and philanthropy has been guided by role models such as Benjamin Franklin, Andrew Carnegie, and St. Francis of Assisi. A former Ernst & Young *Entrepreneur of the Year* for the Philadelphia region, Mr. Baiada credits much of his success to his family credo, "Think big. Work hard. Show love." He also credits BAYADA's consistent growth to his people-first focus—hiring people who share his vision and providing them with the support to achieve great things.

Mr. Baiada's contributions to the advancement of health care and nursing have been recognized with a *Visionary Leader Award* (UMDNJ School of Nursing, 2012) and his induction into the *National Association for Home Care and Hospice Hall of Fame* (2012).

Mr. Baiada, often with his wife, Ann Claffey Baiada, BAYADA RN, CRRN-retired, has been honored for his humanitarian work more than twenty times in New Jersey and the Greater Philadelphia region. For over 40 years, Mr. Baiada has been the sole sponsor of an annual BAYADA Regatta—the longest running para-rowing event for people with disabilities from around the globe. He also has sponsored relief efforts in the Kosovo War, Hurricane Katrina, the tsunami disaster of 2004, and the 2010 earthquake in Haiti.

Prior to BAYADA, Mr. Baiada worked as a market researcher for Avon Products in New York and for American Thread Company in Stamford, CT. He has received a doctor of humane letters, honoris causa from Drexel University and a doctor of laws, honoris causa from Neumann University and earned a master's degree from Rutgers Graduate School of Business and a bachelor's degree from Rutgers College.

Of all his successes, Mr. Baiada considers his family to be his greatest achievement. Residents of Moorestown, NJ, he and Ann have five children and 11 grandchildren.