

The Aspen Group Names Hospitality Executive Miguel Oliveira to Lead Omnichannel Experience

CHICAGO, Oct. 5, 2026 [PRNewswire](#)/ -- The Aspen Group (TAG), one of the largest healthcare support organizations in the United States, today announced that Miguel Oliveira, a hospitality and digital veteran, has joined the company as senior vice president of omnichannel experience, as TAG continues to invest in making it easier for people to find, access and stay connected to care.



Miguel Oliveira, Senior Vice President of Omnichannel Experience, The Aspen Group (TAG)

In his new role, Oliveira will bring together key parts of the consumer journey across digital, mobile, call center and CRM, helping create a more connected experience from the moment someone begins looking for care through treatment and beyond. His initial focus will include Aspen Dental and ClearChoice.

The appointment is the latest investment in TAG's growing commercial organization and follows the launch of new Aspen Dental and ClearChoice mobile apps designed to give patients greater visibility, convenience and control throughout their care. TAG has also recently added senior leadership across marketing and consumer experience as it continues to build capabilities around the patient journey.

"Healthcare and hospitality have something important in common: the experience matters at every interaction," said Rafeh Masood, chief commercial officer of The Aspen Group. "Miguel has spent his career understanding how technology and human connection work together to make complex journeys feel simple. That experience will help us keep removing barriers and make it easier for people to get the care they need, however they choose to connect with us."

Oliveira brings more than 25 years of experience across hospitality, digital, CRM and revenue growth, most recently leading digital, performance marketing and CRM for Hyatt. Throughout his career, he's built and connected experiences across digital channels, loyalty, customer service and call centers at scale. He holds an MBA from the Darden School of Business at the University of Virginia.

"What drew me to TAG is the opportunity to take everything I've learned about creating great guest experiences and apply it to something even more personal: healthcare," said Miguel Oliveira. "People expect experiences to be simple, connected and built around them. TAG has the scale, the brands and the ambition to do that in a meaningful way, and I wanted to be part of building what comes next."

About The Aspen Group (TAG)

The Aspen Group (TAG) was built on the idea of bringing better health care to more people. Headquartered in Chicago, TAG supports independent health care practices operating more than 1,400 locations in 46 states through five consumer healthcare brands: Aspen Dental®, ClearChoice Dental Implant Center®, WellNow Urgent Care®, Chapter Aesthetic StudioSM and Lovet Pet Health CareSM. TAG invests in its team members through The Aspen Group University (TAG U), providing clinical training, leadership development and career advancement opportunities across its network. For more information, visit teamtag.com.

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