

A “GET STUFF DONE” HEALTHCARE MARKETING LEADER AND STORYTELLER

Trusted marketing professional who has devised marketing and PR strategies, positioning and messaging for medical device and healthcare technology companies. Led over 40 product / service launches and developed award-winning campaigns. Mapped the overall customer experience and leveraged the value of digital and social media to drive engagement and demand. Focused on achieving revenue and market share growth through cross-functional team alignment and data-driven campaign execution.



SKILLS

- Strategic Positioning & Brand Management
- Content Creation, Writing & Optimization
- Integrated, Performance & Digital Marketing
- Go-to-market Strategy & Product Marketing
- Lead Generation & Sales Enablement/Training
- PR, Thought Leadership & Social Media
- Market Research & Audience Segmentation
- Budget Management & KPI Monitoring
- Team Building, Leadership & Mentoring
- Revenue & Market Share Growth

Technologies: Content Management Systems (WordPress, Drupal, etc.), Marketing Automation Systems (HubSpot, Pardot, etc.), Salesforce CRM, Project / Graphic Software (Adobe Creative Suite, Wrike, Figma, Asana & Canva), Google Workspace, Zoom & Teams, Generative AI Platforms (Gemini & ChatGPT), Microsoft Office Suite, Smartsheet and Digital Marketing Applications (SEMrush, Conductor, MOZ, etc.)



EXPERIENCE

3D Systems Corporation, Rock Hill, SC (\$480M+ additive manufacturing company) **(2021 – 2024)**

Manager, Healthcare Strategic Marketing – Medical Devices

- Developed the marketing strategy and directed multi-channel demand generation campaigns to fuel lead pipeline and hit revenue and margin targets for the \$90M medical devices segment.
- Collaborated cross-functionally with SMEs to build an arsenal of thought leadership content, including white papers, webinars, application briefs, eBooks, videos and more than 40 published articles.
- Built relationships and comarketing programs with customers / partners (Exactech, Onkos, Smith+Nephew, Stryker, Enhatch, Dayton Children's Hospital etc.) to help amplify new 3D-printed applications, AI-driven software innovations and success stories. (Visit <https://www.linkedin.com/showcase/3d-systems-healthcare>)
- Introduced communications best practices and MarTech stack tips, including shaping outbound email sequences, lead capture, meeting scheduling, brand voice guidelines and more.
- Set standards for marketing planning and budgeting, agency briefs, value proposition decks, go-to-market strategy for FDA-cleared devices, printer and service introductions as well as event plans.
- Extended reach across business areas, to quickly adapt a newly acquired company's messaging and create critical framework for the company's new regenerative medicine segment.

Xceler8 Marketing, Denver, CO (Marketing agency)

(2017 – 2021)

Fractional Marketing Director – Healthcare & Life Sciences

- Devised clinical and product marketing campaigns, including positioning, messaging, content marketing strategy, writing and design for **Allotrope Medical** (now Northgate Technologies) and its smooth muscle stimulation technology.
- Developed high-impact corporate communications, recruitment campaigns and demand generation programs for outsourced medical sales and marketing firms.
- Wrote and optimized web content for **ForCast Orthopedics** and **Waters ERA** (life sciences).
- Researched and wrote thought leadership content for **Synoptek**, a managed services company.
- Spearheaded global product launch planning for a **Cordis'** PTA dilatation catheter.

MedeAnalytics, Richardson, TX (\$93M+ healthcare analytics SaaS company)

(2018 – 2020)

Director, Marketing Communications

- Developed, led and mentored a team responsible for innovative creative, brand and product marketing programs, events and social campaigns, yielding 23% MQL to SAL with 27% SAL to SQO conversion rates.
- Executed product marketing campaigns contributing 39% of sales pipeline.
- Refreshed, communicated and maintained brand and messaging standards across channels.
- Revamped the NPS/CSAT voice of customer program to create a friendlier experience, eliminate inaccuracies and boost scores from -11.1 to 28.0 over two years (352% increase).
- Evolved social programs and content, expanding monthly engagement by an average of 12X.
- Collaborated with digital teams to transition from Act-on to the Pardot marketing automation platform.
- Launched and managed an internal communications sharing platform, a new digital asset library, and a new project management system, streamlining processes for over 500 touchpoints in one year.
- Managed the RFP process and team coordination culminating in 16 RFPs / RFI responses.
- Evolved the website home page, webinar / event landing pages and blog pages to be more intuitive and user-friendly; plus, created and managed dynamic content areas.
- Supported over 40 product marketing campaigns and six remarketing campaigns in one year.

Armada Medical Marketing, Denver, CO (Marketing agency)

(2004 – 2017)

VP of Marketing & Client Services / Agency Partner (2011-2017)

- Devised / managed B2B and consumer marketing campaigns, including 40 product / service launches.
- Built agency's largest, most profitable accounts (**Medtronic, Otsuka Pharmaceutical & LivaNova**).
- Produced 30 award-winning integrated marketing and public relations initiatives.
- Increased client's global market share to 17% resulting in \$47M in client revenue over five years.
- Led a team of 10 to manage a portfolio of client accounts, achieving an annual client retention rate of 90% by delivering strategic insights and building strong client relationships.

KEY ACHIEVEMENTS

- Accelerated product market penetration and sales for **Medtronic** and its BIS brain function monitoring system, yielding microsite visits lasting 2.5 minutes, a newsletter open rate of 28% and a CTR of 10.5%, and four new product evaluations, and multiple six-figure deals.
- Ignited fast growth, leading to a \$415M acquisition of client **Renal Ventures** by demonstrating significantly better nephrology patient outcomes than the national average. The campaign increased web traffic 300%, doubled the number of event visitors and fueled lead generation efforts.

Director of Client Services (2004 to 2010)

- Directly managed and supervised accounts, achieving substantial growth—doubling the size and revenue of the agency—and leading to promotion to partner and VP.
- Planned and managed implementation of marketing campaigns and large-scale projects for medical device manufacturers, medical centers, group practices and biotech companies.

KEY ACHIEVEMENTS

- Turned a struggling product into the industry growth leader by launching a PhRMA-compliant but powerful marketing campaign for **Otsuka's** BreathTek urea breath test. Increased market share by 300%, gaining \$36M in revenue.
- Planned / led product launch campaign to introduce **Sorin Group's** new S5 Perfusion System heart-lung machine in the U.S. and then expand worldwide. Structured attention-getting campaign, culminating in worldwide market share climb from 33% to 50%.



EDUCATION & CERTIFICATIONS

Bachelor of Arts, Communications (PR / Marketing Emphasis), University of Texas at San Antonio

Content Marketing and **Inbound Marketing Certifications**, HubSpot Academy

Launch Excellence Acceleration Program Certification, Cordis, A Cardinal Health Company

Certified Business Communicator designation, Business Marketing Association (now The Marketing Alliance)