

# Bespoke Search Group

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**CHIEF MARKETING OFFICER | SENIOR VICE PRESIDENT OF MARKETING | VICE PRESIDENT OF PRODUCT MARKETING  
DIRECTOR OF GLOBAL COMMERCIALIZATION | SVP INTEGRATED MARKETING**

*'Accelerating Growth through Winning Commercial Strategies, Digital Transformation, and High-Performing Teams'*

## PROFESSIONAL SUMMARY

A visionary and transformational Marketing Executive with a record of achieving exceptional results in start-up, early-stage, and global Fortune 100 healthcare and technology companies. Expertise in developing and executing innovative go-to-market strategies and digital transformation that enhances brand identity, creates opportunities, and generates substantial growth. A collaborative and outcome-focused leader committed to cross-functional team development and coaching and mentoring of next-generation leaders. Strengths in achieving valuable outcomes while giving genuine respect and thoughtful leadership to clients and colleagues. An exceptional communicator and active listener who translates complexities into business solutions and builds a cross-departmental culture of continuous improvement.

## SELECT ACCOMPLISHMENTS

- Track record of creating go-to-market plans that yield **double-digit pipeline and sales growth**.
- Led multiple **product launches** resulting in \$25M in new client opportunities and closing \$7M in new business.
- Skilled at creating compelling **positioning, messaging, and value propositions** that fuel campaigns to elevate brand awareness, accelerate pipeline growth, and acquire new customers.
- Implemented a customer success program resulting in **97% ARR retention** and a market-leading NPS score.
- Led multiple companies to achieve **award-winning recognition** by industry analysts and national media for innovation and breakthrough product and marketing strategies.
- Implemented social media strategies resulting in **150%+ YOY engagement** increase with LinkedIn followers.
- Built a **\$10M pipeline of global opportunities** in <15 months across the Middle East, Australia, and New Zealand.

## RELEVANT SKILLS

Go-To-Market Strategy, Global Marketing, Commercial Leadership, Strategic Business Growth, Sales & Account Management, Customer Success, Product Marketing, Cross Functional Team Leadership, P&L Management, Global Business Development, SAAS Business Model Development, Pricing and Packaging, Go-To-Market Strategy, Voice of Customer, Six Sigma Black Belt, Channel Marketing, Marketing Automation, ABM Strategy, Content Marketing, Social Media Marketing, Integrated Marketing, Email Marketing, Marketing Analytics, Pardot, ZoomInfo, Hubspot, Salesforce, Pragmatic Marketing, Lead Management, Search Engine Optimization (SEO), LinkedIn Advertising

**HEALTHCARE EXPERIENCE:** Clinical Decision Support, Clinical Surveillance, Safety and Risk Management, Patient Engagement Solutions, Patient Reported Outcomes Collection, Real World Evidence (RWE), Post-Acute Care, Clinical Transformation, Infection Prevention, Antimicrobial Stewardship, Order Sets, Care Plans, Procedure Documentation

## PROFESSIONAL EXPERIENCE

Confidential, Series B

### Vice President of Marketing

**2022 - 2023**

*A SAAS-based start-up focused on empowering healthcare providers, industry, researchers, and others to collaborate on the mission to improve patient outcomes through technology.*

Implemented the foundational marketing infrastructure to drive brand awareness, customer acquisition, and sales pipeline growth.

- Developed and deployed an Account Based Marketing (ABM) program resulting in a 30% increase in marketing sourced pipeline in < 12 months.

- Created PR and media strategies that significantly increased brand identity and awareness, winning the X Innovation Award (2022) and X Breakthrough Award (2023).
- Effectively implemented social media strategies resulting in 150%+ YOY engagement increase with LinkedIn followers and impressions from 2022 to 2023.

Confidential, Healthtech

**Chief Commercial Officer**

**2019 – 2022**

*A privately held healthcare technology company that provides clinical surveillance and analytics solutions for healthcare organizations designed to help providers monitor and optimize patient care by analyzing patient data in real-time.*

Oversaw the commercial strategy across sales, marketing, product, and customer success teams to grow market share and maximize software ARR.

- Transformed the go-to-market strategy resulting in a 50% increase in revenue from 2016 to 2021.
- Successfully launched four new products, leading to \$25M in new client opportunities and closing \$7M in new ARR from 2018 – 2021.
- Implemented a customer success program, retaining 97% of customer ARR by conducting meaningful business reviews, customer ROI, and upsell opportunities.
- Accelerated business growth through channel market partnerships with major medical providers, including St. Jude Medical and Cincinnati Children’s Hospital, expanding opportunities and product innovations.

**Vice President of Marketing**

**2016 – 2019**

Developed and executed marketing strategies to enhance brand positioning and drive customer engagement and acquisition.

- Launched inbound/outbound demand generation campaigns adding \$20M+ of marketing sourced pipeline in <18 months; exceeding goals by 150%.
- Led a complete business rebrand, impacting all customer touchpoints to advance brand equity and loyalty. Rebuild the marketing function by vetting and growing the internal team and agency partners.
- Successfully executed an analyst strategy that resulted in two products receiving the Best in KLAS award for four consecutive years (2017 to 2021).
- Achieved the Healthcare Marketing Impact Award from Modern Healthcare for a successful re-branding initiative and website launch.

Confidential,

**VP, Global Business Development**

**2015 – 2016**

*Confidential is a \$70M, 250-employee Healthcare Information Technology Company, specializing in Clinical Decision Support, Procedure Documentation content, and application software for inpatient and outpatient hospitals and surgery centers.*

Led and implemented growth plans for domestic and global business channels, including VA, DOD, and EMR Hospital channels in NA, EMEA, and APAC.

- Managed three direct reports responsible for sales, marketing, and global business operations in Australia, New Zealand, and the Middle East.
- Transitioned from an unprofitable distributor to a profitable direct sales model in APAC and EMEA. Resulted in a 200% improvement in profitability.
- Developed a \$10M+ pipeline in less than 15 months; exceeded Q1 forecast by 137% and 100% in Q2.
- Led the product road map planning activities, including the voice of customer market research initiatives.

**Vice President of Marketing**

**2012 - 2015**

Led cross-operational marketing activities for the \$450M Clinical Solutions business unit across five software businesses and established replicable, standardized processes.

- Hired and led a 12-member team responsible for all aspects of marketing for the Confidential Medical business unit.

- Deployed inbound and outbound lead generation campaigns delivering over 1,200 new opportunities and \$150M of market-sourced pipeline, resulting in \$19M of closed won business.
- Launched a new global website, increasing traffic by 25%, content downloads by 150%, and qualified leads resulting in \$26M in new marketing sourced opportunities.
- Increased the number of qualified leads to sales by an average of +80% yearly.
- Implemented outbound call strategy achieving a \$49M opportunity funnel and 100% ROI in 3 months.
- Directed all analyst briefings with KLAS, IDC, The Advisory Board, Outsell, and others.

**Director of Product Marketing**

**2009 - 2012**

Created an initial product go-to-market strategy for the Confidential Order Sets product line. Over four years, increased revenues from \$1M to \$30M and hospital site customer base from 3 to 500+.

- Created core value proposition, positioning, and messaging for hospital C-suite.
- Executed lead generation campaigns contributing \$10M+ in sales over three years.
- Led focus group sessions to develop and validate essential product requirements.
- Developed distribution approach and marketing plans.
- Trained and certified sales team on critical messages, pricing, and positioning.

Confidential, Publicly Traded

**Market Development Manager, Healthcare Solutions**

**2006 – 2009**

*Emerging Business Organization within Confidential's \$2.3 billion Safety, Security & Protection Systems division responsible for designing, manufacturing, and deploying RFID technology applications for the Hospital, Medical Device, and Pharmaceutical industries.*

Managed the entire product life cycle for the X RFID Healthcare Tracking System Platform.

- Directed a matrixed team to define a go-to-market strategy for a commercialized product launch.
- Expanded initial system footprint from 13 pilots to over 450 clinics in 18 months.
- Extended product footprint integrating medical record systems resulting in \$1.2 of incremental revenue.

Confidential, Publicly Traded

*A \$100M leading global software and solution provider specializing in warehouse and supply chain automation.*

**Six Sigma Black Belt**

**2004 – 2006**

- Implemented projects contributing \$6.4M+ in growth and cost initiatives. Trained and certified 75+ Green Belts.

**Customer Success Manager**

**2002 – 2004**

- Managed budget to exceed top-line and bottom-line revenue targets consistently.

Confidential

**1993 – 2002**

**Sales Manager**

- Averaged 115% sales to forecast (\$2.2M) from 1999 to 2001. Consistently met quotas during tenure.

**OTHER RELATED WORK EXPERIENCE**

**Marketing Strategy Consulting**

**2016 - Present**

Consult with software companies in marketing strategy, sales enablement, growth strategy, and digital transformation.

**EDUCATION**

IOWA STATE UNIVERSITY, Ames, IA - **Bachelor of Science Degree – Business Administration**

**PROFESSIONAL DEVELOPMENT | CERTIFICATIONS**

Six Sigma Black Belt (3M Certified), Pragmatic Marketing, ZoomInfo Marketing Certified, Miller Heiman Consultative Selling, Conscious Selling