About Me

Strategic Vision

16+ years helping health innovators build standout brands and accelerate growth.

Healthcare Focus

Deep experience working across the healthcare ecosystem with health tech, providers, pharma, and more.

Results-Driven

Unique ability to think big and execute—from positioning to demand generation.

How I Help Clients

Clarify Market Position & Go-to-Market Strategy

Help healthcare companies cut through complexity and launch with confidence by validating business models, sharpening unique value propositions, defining ideal customer profiles, and building integrated go-to-market strategies that connect vision to execution.

Build Credibility & Thought Leadership

Position executives and organizations as category leaders through strategic content programs — including ghostwritten articles, webinars, and nurture campaigns — that engage healthcare buyers and decision-makers.

Craft Differentiated, Resonate Brands

Develop clear, compelling brand messaging and voice that resonate across the healthcare ecosystem — payers, providers, and patients — using strategic content to build awareness, trust, and preference.

Drive Demand & Accelerate Growth

Design and execute full-funnel marketing programs that generate qualified leads, improve conversion rates, and accelerate pipeline growth through targeted campaigns, lead scoring, and scalable automation.

Enable Data-Driven Decisions

Turn marketing data into actionable insight by building dashboards, analyzing funnel performance, optimizing campaigns, and modeling ROI to guide smarter investment decisions.

Strenthen Marketing Teams

Build and scale high-performing marketing teams through organizational design, capability assessments, OKR planning, and executive mentorship — equipping organizations to grow in a complex, regulated environment.

Core Skills & Capabilities
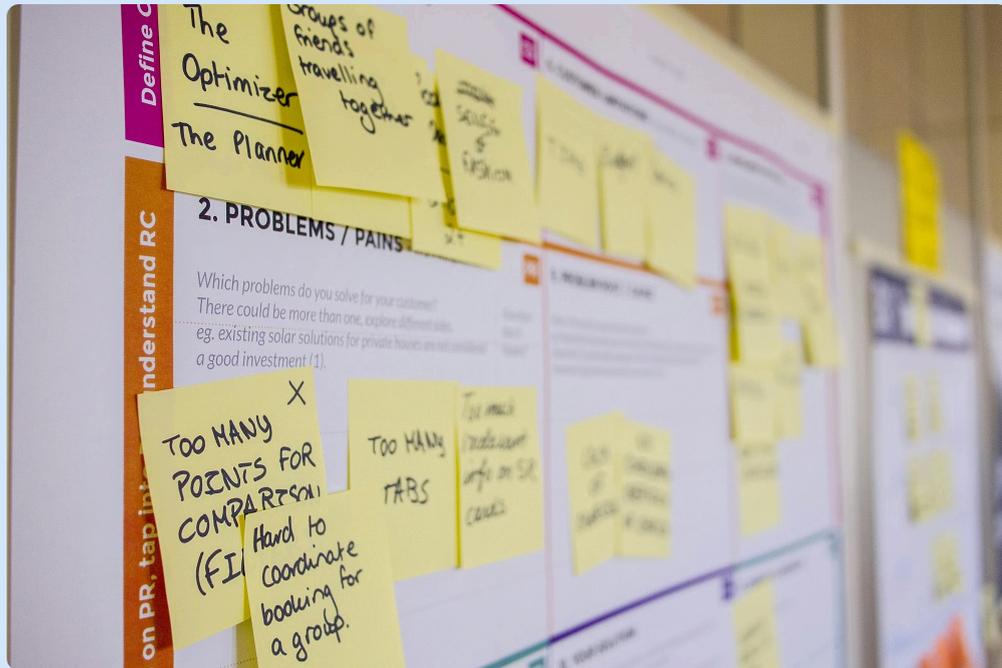
Strategic Marketing & Leadership

- Go-to-market strategy & execution
- Brand positioning & messaging frameworks
- Marketing team design, hiring & leadership
- Executive mentorship & OKR development

Demand Gen & Marketing Operations

- Full-funnel & lifecycle marketing design
- Email nurture programs, lead scoring, and CRM optimization
- Webinar strategy, development & promotion
- Sales-marketing alignment & enablement content
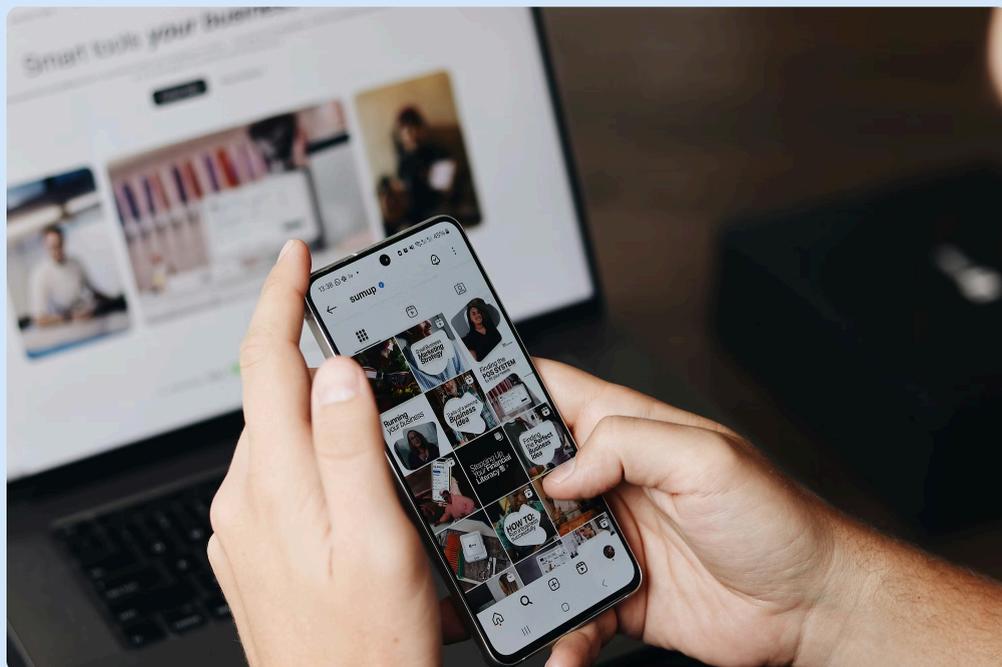
Content & Thought Leadership

- Executive ghostwriting & bylined article programs
- Strategic thought leadership & influencer campaigns
- Content planning & editorial calendar development
- Copywriting that converts — for all funnel stages

Analytics & Performance Optimization

- Funnel diagnostics & conversion optimization
- A/B testing, attribution modeling & ROI analysis
- Custom dashboard creation for visibility & decision support
- Continuous campaign optimization across channels

Cleerly Health: From Brand Foundation to Full-Funnel Growth

Challenge

Cleerly was gearing up for commercialization and a Series C raise but didn't yet have a **unified brand or demand strategy**. Efforts were split across clinical and consumer audiences, and **marketing's impact on pipeline and revenue wasn't clearly visible**.

Solution

Led the brand refresh and built the growth engine from the ground up — spanning **content, SEO, paid media, and local clinic marketing**. Put the infrastructure in place to support it, including **CRM automation and patient engagement workflows** to improve how leads were captured, nurtured, and converted across both national and clinic levels.

Impact

Drove a **3x increase in MQLs** and improved **lead-to-opportunity conversion by 30%**. Just as importantly, established **clear visibility from marketing to revenue**, helping position marketing as a real growth driver during the Series C phase.

Forum Health

# Forum Health: Scaling Patient Acquisition Across a National Clinic Network

Challenge

Forum Health needed to scale patient acquisition across **30+ clinics**, but marketing was inconsistent by location. The brand lacked cohesion, systems were fragmented, and there was **no repeatable model for growth across diverse local markets.**

Solution

Unified the brand across the network and built a **centralized marketing engine** that could scale while still supporting local clinic needs. Rolled out **SEO, paid media, and location-specific campaigns**, alongside **CRM and marketing automation** to standardize lead capture, follow-up, and conversion across all clinics.

Impact

Established a **scalable acquisition model across 30+ locations** and drove a meaningful increase in **patient inquiries in priority markets.** Brought consistency to how marketing performed across the network and created a **foundation for continued expansion.**
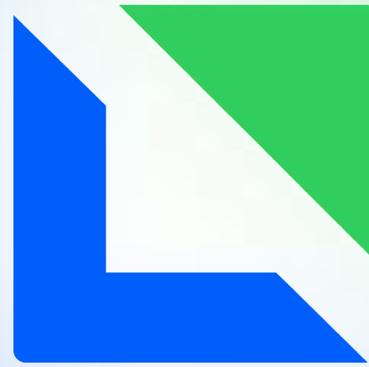
Livongo: Positioning a Digital Health Leader for IPO and Merger Success

Challenge

During a period of rapid growth leading up to IPO and merger, Livongo needed to **strengthen its leadership position in digital health**. The narrative had to evolve beyond condition management to support **enterprise expansion, market differentiation, and investor confidence.**

Solution

Supported brand and led B2B marketing to help reposition the company around **Applied Health Signals**, shifting the conversation from programs to platform. Drove **go-to-market strategy for new virtual care offerings**, aligning product storytelling with clinical outcomes, enterprise buyer needs, and sales execution.

Impact

Contributed to a **successful IPO and $18.5B merger**, while helping solidify Livongo's position as a **category-defining leader in digital health.** Strengthened enterprise adoption and elevated the company's narrative across commercial and investor audiences.

Unlock Health: Establishing the Marketing Engine to Power Growth

Challenge

Following the merger of eight firms, Unlock Health lacked a **unified marketing function, cohesive brand, and scalable infrastructure** to support growth. Marketing was fragmented, with **no clear system for driving or measuring demand**.

Solution

Brought in to build marketing from the ground up — standing up the **internal team, core systems, and go-to-market foundation**. Managed a **$1M budget** and led a distributed team across demand gen, content, events, and sales enablement. Integrated **Salesforce and HubSpot** to align attribution and lead management, and unified legacy brands under a **single, category-defining narrative**.

Impact

Drove a **2.5× increase in qualified inbound leads within six months** and supported **early revenue growth** through GTM strategy for a new health risk assessment platform. Established a **scalable marketing engine and consistent brand foundation** across all acquired entities.

Protective

Protective Life: Launching "Healthy Mind" and Modernizing Insurance Messaging

Challenge

Protective Life needed to **modernize its messaging** and support the launch of a new cognitive health benefit, with a clear mandate to **better align with evolving customer expectations around longevity and wellness.**

Solution

Led research and insight development to shape **product positioning and brand narrative**, reframing insurance as a more proactive partner in cognitive health. Developed **customer-centric messaging and sales tools** to support field teams and bring the new offering to market.

Impact

Successfully launched the **"Healthy Mind" benefit** with a differentiated narrative that improved **relevance and resonance across customer segments**. Equipped sales teams with **insight-driven tools** to communicate value more effectively in market.

Valvoline (Aramco): Global Brand Storytelling During Expansion

Challenge

During global expansion and its acquisition by Aramco, Valvoline needed **cohesive brand storytelling and consistent go-to-market execution** to support product launches and strengthen its position across international markets.

Solution

As an early team member at Apostle, I supported **brand storytelling and strategic messaging across 60+ countries**. This included global product launches, co-branded campaigns, and major initiatives — including **Restore & Protect**, which reached a broad audience through **Super Bowl exposure**. Established a more **unified brand voice across markets** while adapting messaging for regional relevance.

Impact

Helped scale a **consistent global narrative** during a critical growth phase, increasing **brand visibility and cohesion across international markets**. Expanded reach through **influencer and campaign strategy**, supporting successful global rollout during expansion and acquisition.

Other Clients & Projects

Sage Growth

Led healthcare content marketing and lead generation strategies for high-growth health technology companies.
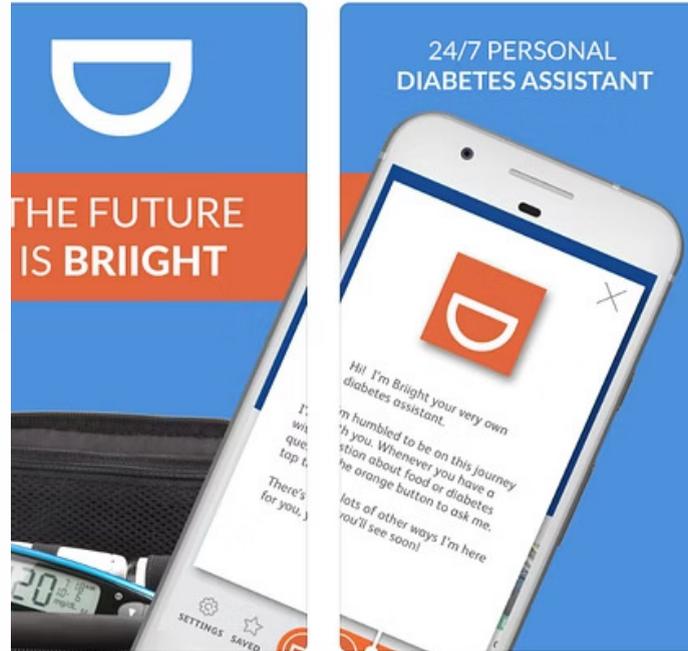
Becton Dickinson

Developed go-to-market strategy for global medical device digital diabetes product launch.

TEDxChicago

Served as communications and engagement lead for annual flagship event.

Ways to Work Together

1

Fractional CMO (Retainer-Based)

Strategic leadership without the full-time hire

For companies ready to scale with confidence, I serve as an embedded marketing leader—bringing senior-level strategy, structure, and momentum to your team.

- Act as a true extension of your executive team
- Lead marketing strategy, positioning, GTM planning, and team execution
- Build a high-performing function aligned with growth goals
- Includes regular working sessions, strategic counsel, and hands-on support

Best for early- to mid-stage healthcare companies seeking long-term, relationship-driven impact.

2

Project-Based Consulting

Targeted support to move faster on high-priority needs

Short-term, high-impact engagements designed to solve specific marketing challenges or accelerate key initiatives.

- Brand or messaging refresh
- Go-to-market strategy development
- Campaign or content strategy
- Marketing audit or website evaluation

Tightly scoped. Limited availability. Ideal for teams with clear, one-time priorities.

Let's Create Something Remarkable Together

I'm dedicated to transforming healthcare marketing challenges into measurable success stories. With deep industry expertise and a results-driven approach, I partner with organizations to elevate their brand presence and achieve strategic growth objectives.

Contact Me