

Marketing executive with 15+ years of experience leading rapidly-growing healthcare organizations

As the Chief Marketing Officer for a leading private equity firm, I oversee marketing teams and initiatives across multiple portfolio companies ranging from start-ups to healthcare providers with nearly 250 locations.

I've spoken and led thought-leadership groups at conferences such as PEI (Private Equity International), Ascend, Yext, and more.

After graduating with my M.A. in Mass Communication, I went on to teach at the University of Central Florida (UCF) for eight years and co-authored a marketing study that was published in the American Behavioral Scientist.

- + **Sales & marketing operations:** marketing analytics & dashboard development for KPI tracking, playbooks for patient acquisition and M&A integrations, call center development, conversion optimization, scripts, and sales team development & management
- + **Digital marketing strategy & execution:** SEO, SEM, web development, custom email & text communication workflows, and online marketing material systems for efficient ordering
- + **Creative content development & production:** video creation, graphic design, copywriting, photography and web / mobile design
- + **Team building:** growing & fostering efficient in-house marketing teams

Waud Capital Partners

July 2018 - Present

Chicago, IL

Leading middle market private equity firm with \$3.2B in committed capital

Chief Marketing Officer - WCP Healthcare

Advises various Waud Capital Partners portfolio companies in the areas of marketing strategy, branding, and analytics.

- + Built quantitative approach to develop marketing optimization dashboard across 8 healthcare portfolio companies and 13 key initiatives / focus areas.
- + Wrote playbooks for patient acquisition and M&A integrations
- + Led marketing and branding efforts with a heavy focus on digital marketing including SEO, SEM, retargeting, and display.
- + Built custom dashboards for each portfolio company to track marketing spend, ROI, & other KPIs.
- + Managed over \$25M in marketing funds deployed to ad campaigns and marketing operations.
- + Shot and edited 100+ videos for the purposes of patient education, business development / M&A, talent acquisition, and retention.
- + Recruited and hired executive-level marketing leaders at each Waud Capital portfolio company.

Reason for transition

I transitioned from Ivy Rehab when Waud Capital asked me to oversee marketing for all portfolio companies at the private equity level. Ivy Rehab was still under my purview as Waud Capital CMO.

Ivy Rehab Network

(A Waud Capital portfolio company)

Aug 2016 - July 2018

New York, NY

Sixth largest physical therapy provider in the U.S.

VP, Sales & Marketing

Recruited by Waud Capital Partners to join the executive team shortly after the firm's investment in Ivy Rehab.

- + Joined company with 35 locations in 3 states and 1 brand. Two years later the growth totalled 125+ locations in 10 states with 15 brands. After transitioning to Waud Capital, I have continued to oversee growth to nearly 250 locations in 12 states with 20 brands.
- + Branded and launched industry-leading partnership with Hospital for Special Surgery (HSS) to build co-branded Physical Therapy Centers of Excellence around the country.
- + Developed internal marketing team with in-house creative abilities and a focus on operational efficiency.
- + Launched Patient Relationship Management system that increased online reviews from 100 reviews with 3.2/5 stars to over 10,000 reviews with 4.9/5 stars.
- + Implemented marketing dashboard to track exact number of new patients from digital marketing initiatives to truly measure the effectiveness of campaigns (tracked over 3,500 new patients in first year resulting in \$4.7M of gross revenue).
- + Developed sales team structure, training manuals, compensation plans, etc.
- + Launched Salesforce CRM to track sales team activity and effectiveness
- + Managed sales team members across Midwest and East Coast

Reason for transition

In 2016, Waud Capital recruited me to lead marketing for their recent investment, Ivy Rehab (with the end-goal of overseeing all Waud Capital portfolio companies down the line).

AposTherapy

June 2014 - Aug 2016

New York, NY

Global medical device company
in U.S., U.K., Singapore & Israel

Director of Marketing & Creative Services

- + Reported directly to Global CEO.
- + Created & executed global 360 marketing plan including TV, print, radio, OOH, email campaigns, SEM/SEO, online videos, digital content alignment, hypertargeted mobile ads, and various social media engagement strategies directed toward patients as well as healthcare professionals.
- + Created online clinical training program for physical therapists and other healthcare professionals.
- + Responsible for global rebranding efforts including designing, writing, and overseeing production of new FDA-compliant U.S. website to serve as global rebrand platform for all territories.
- + Shot and edited photography & videography to create print and digital marketing campaigns for hospitals like Mount Sinai, Montefiore, and Elmhurst.
- + Decreased production costs by \$225k annually by moving global creative services in-house.

Reason for transition

I decided to move to NYC, which is when I was recruited by AposTherapy to join their team and lead their product launch into the U.S. market.

PUP (Physicians United Plan)

June 2009 - June 2014

Orlando, FL

Florida-based Medicare
Advantage Plan with 50k+
members

Creative Director

- + Grew a team of 2 creatives into 12 & restructured team roles for more streamlined processes.
- + Created award-winning advertising campaigns and marketing materials while maintaining full compliance with Federal CMS regulations (zero compliance deficiencies). Results:
 - + Membership increased from 13,000 members to over 50,000 members.
 - + Named fastest growing Medicare Advantage plan in the nation in 2013 & fastest growing Medicare Advantage plan in Florida from 2010-2013.
 - + Company revenue increased from \$43m (2009) to nearly \$500m (2014 run rate).
- + Moved photography and video/TV production in-house in 2011:
 - + Built and managed in-house studio.
 - + Shot all print campaign photography (savings of \$30k/year).
 - + Wrote, shot, directed, and did post-production for full TV campaigns, including annual 30-minute TV "infomercial" spot (savings of \$175k/year).
- + Decreased enrollment costs by partnering with Marketing Operations team to create an iPad application designed to enroll Medicare beneficiaries:
 - + Enrollment costs decreased by over \$500k/year.
 - + Reduced application error rate from over 5% to less than 1%.
 - + First-in-industry to create & trademark a CMS-approved iPad Medicare enrollment app.
- + Created organic lead-generating campaigns and authored Business Requirements Documents for iPad apps designed to track leads.
- + Improved quality and timeliness of creative team by designing and implementing an in-house project management / performance system.
- + Led rebranding efforts & worked with executive staff to create / implement company culture.
- + Designed state-of-the-art, fully-branded corporate office & 4 regional offices.
- + Created branded vehicle wraps, managed vendor relations and ensured quality, competitive cost, and timeliness for a fleet of 100+ vehicles.

**Additional
Early-Career
Positions**

July 2006 - June 2009

Creative Director

i6 Creative (Ad Agency)
Orlando, FL

June 2005 - July 2006

Creative Director

Eagle XP (Ad Agency)
Orlando, FL

May 2003 - June 2009

Freelance Consultant

Wildlife Solutions
Sanford FL & NYC

**Teaching
Experience**

Adjunct Professor

University of Central Florida (UCF), Jan 2004 - May 2012

- + 5 years of teaching Public Speaking classes.
- + 1 year of teaching an Advertising Copywriting class.
- + 2.5 years of teaching the capstone Advertising & Public Relations Campaigns class.

**Published
Research**

The Third Person Effect in Controversial Product Advertising
Published in *American Behavioral Scientist Journal*

- + Published October, 2008 52: 225-242; Co-authored by Keith Jensen and Dr. Steven Collins.
- + The study was also presented at the AEJMC 2005 Annual Conference in San Antonio (Association for Education in Journalism and Mass Communication).

**Education &
Recognition**

University of Central Florida / 2000 - 2005 / Orlando, FL

- + Earned both Bachelors and Masters Degrees:
 - + *Masters Degree in Mass Communication (4.0 GPA).*
 - + *Bachelor's Degree, Liberal Studies (Business focus) with double minor (Mass Communication & Psychology).*

Florida Gulf Coast University / 1998 - 2000 / Fort Myers, FL

- + Earned Associate of Arts Degree.

Recognition

- + Featured speaker at industry-leading conference for physical therapists (Ascend 2019) presenting "A Guide to the Healthcare Marketing Ecosystem"
- + Panel leader at Private Equity International (PEI) Operating Partners Forum 2019 conference
- + Guest speaker at various events and conferences hosted by Yext and Podium
- + Won 7 advertising awards for healthcare marketing campaigns
- + Excellence in Teaching Award (2009)
- + Graduate Teacher of the Year award (2005)