

# JANE DOE

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## BOARD MEMBER | STRATEGIC ADVISOR | COMMERCIAL STRATEGY AND GROWTH CATALYST

LEVERAGING DEEP COMMERCIAL EXPERTISE AND TECHNOLOGICAL INNOVATION  
TO GUIDE ORGANIZATIONS THROUGH TRANSFORMATIONAL GROWTH,  
WHILE ENSURING GOVERNANCE EXCELLENCE AND SUSTAINABLE VALUE CREATION

### BOARD COMPETENCIES

- Strategic Vision and Decision Making
- Governance and Compliance
- Financial Acumen
- Stakeholder Engagement
- Human Capital
- Innovative Financing and Funding
- Regulatory Compliance
- Visionary Leadership
- Change Management
- Strategic Planning and Operational Excellence
- Client and Vendor Relations
- Policy Formulation and Implementation

### AWARDS AND ACCOLADES

- Titan Health Awards, 2023  
*Integrated Marketing*
- MM+M Awards, 2023  
*The Go-to-Growth Expert*

### LEADERSHIP PHILOSOPHY

“I believe transformational success emerges when creative vision unites with disciplined execution, and when leaders empower teams to turn bold ideas into breakthrough realities.”

### BOARD MEMBERSHIPS AND ADVISORY ROLES

- BOARD MEMBER** | *ABC Mammography* | Health and Wellness June 2021–Present  
*Recruited by XYZ Medical to drive commercial strategy and accelerate growth.*
- ◆ Serve on Quality & Compliance Committee, providing governance and oversight on safety and efficacy.
  - ◆ Architect strategic initiatives bridging clinical excellence with consumer experience to drive market expansion including launch of two innovative AI-powered ancillary services: Medical+ predictive risk enhancement and Full Body Heart cardiovascular disease detection.
  - ◆ Supported strategic expansion of base growing center footprint 44% (30 new centers) while achieving 20% growth to 1.75M procedures annually.
  - ◆ Doubled revenues and EBITA through three-fold strategy: optimizing efficiency, enhancing patient experience, and launching innovative cash-pay services.
- STRATEGIC ADVISOR** | *HeartRUs* | Technology October 2024–Present
- ◆ Direct commercial strategy for value-based heart disease AI treatment platform.
  - ◆ Shape go-to-market approach integrating provider partnerships with direct-to-consumer engagement.
- BOARD OF ADVISORS** | *INFO.COM* | Media and Advertising October 2024–Present
- ◆ Garnered early adoption of innovative media buying marketplace via agency and publisher introductions.
  - ◆ Elevated strategic narrative and positioning for stakeholder communications and investment opportunities. Leveraged network to drive awareness.
- STRATEGIC ADVISOR** | *Stealth Mode* | Health and Wellness January 2024–October 2024
- ◆ Developed GTM strategies for novel AI Healthcare App for Women 40+
  - ◆ Secured multiple Angel investors and introduced company to early-stage VC.
  - ◆ Orchestrated market research initiatives and strategic partnership opportunities while developing comprehensive go-to-market strategy.
- STRATEGIC ADVISOR** | *Heart+* | Health and Wellness September 2021–September 2022
- ◆ Elevated strategic messaging for FDA-cleared personal ECG technology.
  - ◆ Facilitated strategic growth through introduction of sales leadership, expanding hospital system and employer market penetration.
- STRATEGIC ADVISOR** | *Coach+* | Technology March 2021–March 2024
- ◆ Spearheaded platform growth strategy for 1:1 coaching marketplace connecting 1,800+ coaches across 1,200+ development areas.
  - ◆ Catalyzed international expansion through strategic client introductions and development of global consulting partnerships.
- STRATEGIC ADVISOR** | *Happy Kitchen* | Media and Advertising October 2024–Present
- ◆ Propel growth initiatives for Latinx cooking platform through enhanced digital capabilities and innovative content and partner development strategies.

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## PROFESSIONAL EXPERIENCE

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**ABC Health** | Atlanta, GA (Remote) | 2021–2023

**PRESIDENT/CHIEF GROWTH OFFICER**

*Engaged to lead the Enterprise business, which drove 30% (\$30M) of total company revenues.*

- ◆ Secured \$50M strategic investment while driving 5-20% growth across enterprise accounts including AT&T, Coca-Cola, Delta, and Pilot.
- ◆ Transformed go-to-market strategy by positioning sleep as critical intervention in chronic disease management, particularly diabetes care.

**CallADoc** | Chicago, IL | 2020–2021

**SENIOR VICE PRESIDENT – STRATEGIC CLIENT SALES AND INITIATIVES, ASO STRATEGY, AND CLIENT EXPERIENCE**

*Selected to transform client organization into strategic revenue driver following CallADoc's 2020 \$21.5B acquisition of XYZ+.*

- ◆ Orchestrated 130-person organization achieving 95% retention and \$30M in cross-sells across \$350M portfolio.
- ◆ Elevated client Net Promoter Score (NPS) 24% and converted 75 CVS-contracted clients through "Client at the Center" revenue generation initiative.

**Happy Health** | Chicago, IL and New York, NY (Remote) | 2018–2019

**CHIEF GROWTH OFFICER**

*Recruited to stabilize and rebuild company post-Founder exit and DOJ/SEC investigation.*

- ◆ Directed turnaround driving 60% YOY revenue growth while recapturing 5 major pharma customers.
- ◆ Positioned company for successful PE acquisition through strategic recapitalization and 30% cost optimization.

**Magazine, Inc.** | New York, NY | 2016–2018

**SENIOR VICE PRESIDENT, HEAD OF INDUSTRY, HEALTHCARE/LIFESTYLE VERTICALS**

*Identified as core team to transform the organization into a digital player, preparing the company for sale to Jumbo Corp..*

- ◆ Managed \$175M healthcare vertical achieving 50% sales growth and 200% new advertising revenue through expanded products and new market coverage.
- ◆ Launched successful Magazine Health and Whole Health brands, expanding company's healthcare footprint.

**OnlineDoc** | New York, NY | 2008–2016

**VICE PRESIDENT SALES, ONLINEDOC.COM AND FULLMED.COM (2009–2016) / VICE PRESIDENT/PUBLISHER ONLINEDOC (2008–2015)**

- ◆ Drove 72% sales increase to \$50M in pharma/CPG vertical while transforming FullMed Magazine into profitable venture with 63% revenue growth (\$30M).
- ◆ Established strategic media partnerships and retail channels, achieving 40% margins on new launches.

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## EDUCATION

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**B.A. Journalism/Mass Communications** – University of Minnesota | Minneapolis, MN

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## SAMPLING OF SPEAKING ENGAGEMENTS / ARTICLE CONTRIBUTIONS

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Marketing Exec Weekly - A Conversation with Jane Doe (June 2024)

Health – Try These Five Things to Improve Your Wellbeing (February 2022)

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## POSITIVE FORCE MULTIPLIER

Sought-after executive with a rare blend of boardroom influence, commercial acumen, and transformational leadership. Known for setting bold vision, accelerating growth, and building high-performing teams..

## ALCHEMIST OF PEOPLE, STRATEGY, AND EXECUTION

Master of reinvention, excelling in restructuring organizations, launching disruptive go-to-market strategies, and navigating capital raises to unlock enterprise value.