

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.

PROFESSIONAL EXPERIENCE

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.

EDUCATION

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

SAMPLING OF SPEAKING ENGAGEMENTS / ARTICLE CONTRIBUTIONS

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

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

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.