

DEVASHA LLOYD, MBA

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Thought Leader | Business Strategist | Power Connector | Revenue Driver | Digital Maven

EXECUTIVE SUMMARY

Visionary leader in **healthcare media, education, and digital strategy** with **\$100M+ in personal sales** and 20+ years of experience driving revenue, strategic partnerships, and brand growth. Adept at leveraging **AI-powered solutions** to enhance **business strategy, marketing automation, audience targeting, and operational efficiency**. Experienced in integrating **AI-driven analytics, content generation, and personalization tools** to optimize **healthcare marketing and advertising outcomes**. **Co-founded and led a successful acquisition of Real Savvy Media to Disney Interactive Media Group**, demonstrating a strong ability to build, scale, and exit a media business. Proven track record of **building high-performing teams, executing innovative campaigns, and delivering measurable results** that elevate brands and drive lasting impact.

CORE COMPETENCIES

- ✓ Strategic Revenue Growth and Business Development
- ✓ Hospital/Health Systems Marketing and Partnerships
- ✓ AI-Driven Business Strategy, Process Optimization with AI
- ✓ Team Leadership & Cross Functional Collaboration
- ✓ Thought Leadership Marketing and Publishing
- ✓ Content & Digital Strategy for Healthcare
- ✓ Sales Enablement
- ✓ Digital Media, SEO & Branding Strategy
- ✓ High-Impact Storytelling

CAREER EXPERIENCE

CASTLE CONNOLLY TOP DOCTORS, a division of EVERYDAY HEALTH GROUP

Vice President of Health Systems Partnerships | 2024–Present

Currently leading Castle Connolly's health system partnerships, driving innovative strategies to amplify ROI and market leadership for clients.

- Heading up all Hospital Media Sales across Everyday Health, driving revenue growth and strategic partnerships with top health systems.
- Leading a team of 9 sales representatives, driving a 35% year-over-year revenue increase.
- Implemented a new Hospital Media sales strategy to overcome AI-driven organic search challenges, resulting in 100% customer retention and a 42% upsell rate.
- Launching Castle Connolly's Top Hospitals & Thought Leadership Program, positioning leading health systems and executives at the forefront of patient trust and industry recognition.
- Coaching and mentoring 6 junior sales managers, with 60% earning promotions within two years.
- Developing and maintaining strategic relationships with key accounts, including Northwell Health, Mayo Clinic, Cleveland Clinic, and Memorial Sloan Kettering.

FORBES BOOKS, NEW YORK, NY

Vice President of Business Development | 2021–2024

Led business development for the world's most exclusive business book publishing division, achieving \$10.5M in personal sales

- Achieved a 15% year-over-year increase in sales goals, driving sustained revenue growth in healthcare and pharma media.
- Published over 50 books under the Forbes imprint, elevating the voices of top CEOs and industry leaders.
- Negotiated and closed six-figure publishing deals with Forbes-level CEOs, entrepreneurs, and thought leaders across healthcare, biosciences, and digital health.
- Led multi-channel revenue growth initiatives, cross-selling and upselling PR, podcasts, digital media, and social campaigns to maximize client ROI and visibility.

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- Developed and executed high-impact thought leadership programs, positioning executives and healthcare brands as industry pioneers.

WEBMD IGNITE, NEW YORK, NY

Senior Director of Strategic Partnerships | 2019–2021

Drove new business partnerships and revenue growth for WebMD's \$30M Health Systems Division, achieving \$5.1M in health system revenue for the 2020 fiscal year amid pandemic challenges.

- Managed end-to-end sales processes from prospecting to campaign implementation, ensuring alignment with organizational priorities.
- Delivered successful digital media campaigns, including physician recruitment, referral, and reputation strategies, using WebMD and Medscape platforms.
- Reviewed and approved Continuing Medical Education (CME) programs prior to publication.
- Key clients included Cleveland Clinic, UCLA Health, Emory Healthcare, Kindred Health, and Dignity Health.

EVERYDAY HEALTH GROUP, NEW YORK, NY

Senior Director of Strategic Partnerships, Hospital Media | 2017–2019

Led the Everyday Health Hospital Direct and Programmatic Sales Division, driving new business partnerships and revenue growth across Everyday Health Consumer, What to Expect, and MedPage Today. Strategically managed the sales process from prospecting to implementation, addressing product scale challenges to deliver optimal campaign results.

- Exceeded \$4.3M in personal revenue for the 2019 hospital fiscal year.
- Achieved \$3.2M in personal sales in 2018, with a 43% close rate.
- Devised and implemented a social media strategy that increased brand engagement by 45% across diverse demographics.
- Devised and implemented a social media strategy that increased brand engagement by 45% across diverse demographics.
- Partnered with major health systems, including Mayo Clinic, MD Anderson, Memorial Sloan Kettering, NYU Langone, and UPMC.

CITROEN WOLF (CW) PUBLISHING, INC., NEW YORK, NY

Vice President, Strategic Partnerships | 2014–2017

Led the sales department with a focus on driving growth and market share through innovative strategies and a consultative sales approach. Spearheaded tailored marketing campaigns, optimized sales operations, and developed a high-performing cross-media business development team.

- Directed all print and digital advertising sales activity in the women's health division, securing consistent revenue growth.
- Oversaw strategic customer relationships, tactical sales planning, and execution to close high-value opportunities.
- Built, trained, and coached sales teams, with a revenue responsibility exceeding \$15M annually.
- Managed the RFP process and presented transaction order strategies to ensure client satisfaction.
- Maintained strong client relationships with top pharmaceutical and device companies, including Cooper Surgical, Teva Pharmaceuticals, Medtronic, AbbVie, GSK, GE Healthcare, Philips, and Siemens..

NATCOM GLOBAL, New York, NY & Miami, FL

Senior Director of Business Development | 2012–2014

Led new business initiatives and revenue growth for an Emmy®-award-winning digital video organization. Directed long-range planning, strategy alignment, and financial accountability among sales, segments, and partner groups.

- Expanded new business pipeline to \$30M within three months, achieving a 53% close rate.
- Managed an \$11M book of client business, securing seven-figure, multi-year deals within the multicultural pharmaceutical sector.
- Surpassed revenue targets by 160% in the first quarters of 2013 and 2014.
- Developed partnerships with Yahoo Finance, CNN Español, The United Way, CBS Television, and RayCom.
- Oversaw forecasting, pipeline analysis, and productivity metrics to ensure strategic alignment and growth.

SNAG.COM, Richmond, VA**Senior Digital Sales Executive, Northeast | 2011-2012**

Accountable for revenue growth through innovative digital platforms targeting job seekers. Expanded strategic alignments and structured business propositions tailored for key markets.

- Managed a \$4M book of business and created an educational portal to support job seekers facing health challenges, generating new revenue streams.
- Innovated a revenue stream contributing to 33% of total sales while enhancing brand awareness across consumers and advertisers.
- Negotiated complex contracts, optimized monetization strategies, and implemented KPIs to track performance and ensure client success.

REAL SAVVY MEDIA, INC., New York, NY**Co-Founder & VP of Business Development | 2005-2010**

Co-founded and drove the success of a media consulting firm acquired by Disney Interactive Media Group. Directed strategic initiatives to achieve market leadership and revenue growth.

- Co-founded Real Savvy Media, a pioneering digital media company, in 2005, specializing in health and lifestyle content for new and expectant moms and their families.
- Led the company to a successful acquisition, selling to Disney Interactive Media Group in 2010 after driving significant revenue growth and brand partnerships.
- Achieved \$8.5M in personal sales, exceeding targets by 30% in the first year and 50% in subsequent years through strategic business development.
- Developed and launched the first pre- and post-natal TV series on PBS, complemented by a robust digital ecosystem, including blogs, webcasts, and newsletters.
- Built and led a high-performing sales team, consistently achieving 125% of their targets, driving exponential revenue growth.
- Built high-profile brand partnerships with Coca-Cola's Live Positively campaign and other major branded entertainment initiatives.
- Oversaw media sales, business development, branding, and promotion for the company's award-winning PBS television series and digital platforms, driving audience engagement and revenue.

Previous positions as Project Director and Senior Account Manager with HealthSpring Communications, Inc., and Junior Acquisitions Editor with Forbes, Inc.

EDUCATION**MASTER OF BUSINESS ADMINISTRATION (MBA), HEALTHCARE MANAGEMENT 2017**

Keller Graduate School of Management, New York, NY

BACHELOR OF ARTS IN BUSINESS MANAGEMENT, 2001

Audrey Cohen College (MCNY), New York, NY

BACHELOR OF ARTS IN CLASSICAL VOICE PERFORMANCE, 1999

Rider University, Westminster College of Performing Arts, Princeton, NJ

Certified Solution Seller, Executive Level Selling (ELS), Sales Performance International, 2011, 2012, 2014, 2016, 2017