



RODDY
YOUNG

& PARTNERS

Marketing | Digital | Communications

How we can partner with you

Roddy Young & Partners

A healthcare and life sciences brand marketing advisory

Roddy Young, Principal

With experience both as a consultant and in-house as a Chief Marketing and Communications Officer, Roddy Young & Partners adds fuel to your team, helping to achieve business goals through market insights, brand / marketing strategy, and measurable execution through digital engagement.

How We Partner With You

Our mission is to empower your business through rigorous planning and creative solutions that resonate with your target audiences.

In a sea of sameness, we seek to differentiate.

We craft customized solutions. Whether you're a startup or an established brand, we focus our approach to meet your specific objectives and challenges.

We are successful when you are successful.



Problems We Solve

Are your core offerings as a company not breaking through to new audiences?

Are you losing ground to the competition because your marketing efforts aren't tied to your growth objectives?

Are you bogged down with crisis when the opportunity lies in addressing the systemic issues and re-establishing your brand differentiation?

Here are examples of how we can help

Brand:

We help businesses evolve their brand by listening to the voice of the customer. To get there, we help businesses align their business goals to customer needs to ensure customer experience lives up to and lifts the brand. With benchmarking and continuous measurement, a brand can evolve based on data, not just guesswork.

Crisis / Issues Management / Reputation Management:

The best planning requires threat assessment and preparation. Too often, the response to a crisis is, "We've always done it this way." That's a path to failure. Even with that forearmed planning crises will arise. However, it isn't enough to weather the storm. RYP helps companies to come out of a crisis as a strengthened brand. The return back from crisis is critical to rebuild trust with your employees, your closest stakeholders, and your customers.

Building Connection Between Business and Marketing – ROI:

More than ever, your marketing dollars need to be efficiently and effectively implemented. We are partners with internal teams to help connect brand (awareness) to service (how your customers engage your company) resulting in measurable results. Our partnership to deliver on goals is our hallmark.

Our Services:

From insights to strategic development and implementation, we partner with you to reach your business objectives.

- Customer Experience: Journey Mapping
- Brand / Messaging: Platform Development
- Digital Content / Channel Assessment
- Growth Marketing & Media Planning
- Communications: External / Internal
- Issues / Reputation Management
- Marketing Ecosystem Optimization: Aligning People, Process, and Technology to CXO-level Mandates.
- Fractional / Interim CMO



Roddy Young

Bio



Roddy brings a combination of healthcare marketing, communications, and digital engagement from his experience leading teams at two highly respected health care systems (**Boston Children's** and **Dartmouth Health**). Prior to his 15 years in healthcare, he was a consultant to Fortune 100 clients in a global agency (**Publicis / MSL / TMG Strategies**), served as press secretary to the head of **NASA**, and worked on **Capitol Hill** for the **House Financial Services Committee**.

Most recently, as the Chief Marketing and Communications Officer for Boston Children's, Roddy strengthened its image and reputation as a national and global pediatric clinical care and research leader. He managed a team of 70 professionals, helping to expand brand awareness, enhance reputation, energize demand generation, and foster internal stakeholder collaboration.

Over that time, partnering with subject matter experts, he developed a strong branded-content marketing engine – “Where the World Comes for Answers” – to enhance Boston Children's reputation. During his tenure the hospital consistently ranked No. 1 in the world for pediatrics by Newsweek for 2025 and was continually ranked on U.S. News & World Report America's list of best children's hospitals and top-ranked in every specialty. As the primary pediatric teaching hospital for Harvard Medical School, he and his team highlighted the work of more than 3,000 researchers and scientific staff.

As a consultant he lent his expertise in taking client companies from crisis and reputation management situations to strong back-to-market campaigns – including for **General Motors, Nestle, Baxter, Columbia University**, and many more.

As a thought leader, he has served as a keynote speaker, multiple times, at the American Marketing Association's Health Market Leaders Summits of 70 CMOs / CMOs / CCOs. Additionally, he was selected as a member of the **WSJ Chief Marketing Officer Network**, as well as named one of the **Top Chief Marketing Officers by Becker's Healthcare**.