



GROW WITH INTENTION



Ashley Boyd Marketing

HEALTHCARE SOLUTIONS

Healthcare Marketing Leadership for Growth

I help healthcare and health tech companies turn complex offerings into clear market positions, scalable growth strategies, and measurable business results.

Strategic marketing leadership for growth-stage healthcare companies.

Healthcare Marketing Leadership, Built from Experience

I've spent my career helping healthcare companies navigate the moments when marketing matters most, from commercialization and category creation to fundraising, M&A, national expansion, and public markets.

I bring the perspective of both a **marketing operator and strategic advisor**, connecting brand, go-to-market strategy, demand generation, patient acquisition, sales enablement, and marketing operations to the outcomes the business needs next.



Healthcare Growth Is a Different Kind of Marketing Challenge

Healthcare companies don't lack marketing activity. The challenge is building a strategy that can navigate complex buying decisions, long sales cycles, clinical credibility, multiple audiences, and regulatory considerations while still producing measurable growth.

Complex Markets

Translate sophisticated clinical and technical solutions into clear, differentiated value for the people who buy, influence, use, and benefit from them.

Trust + Growth

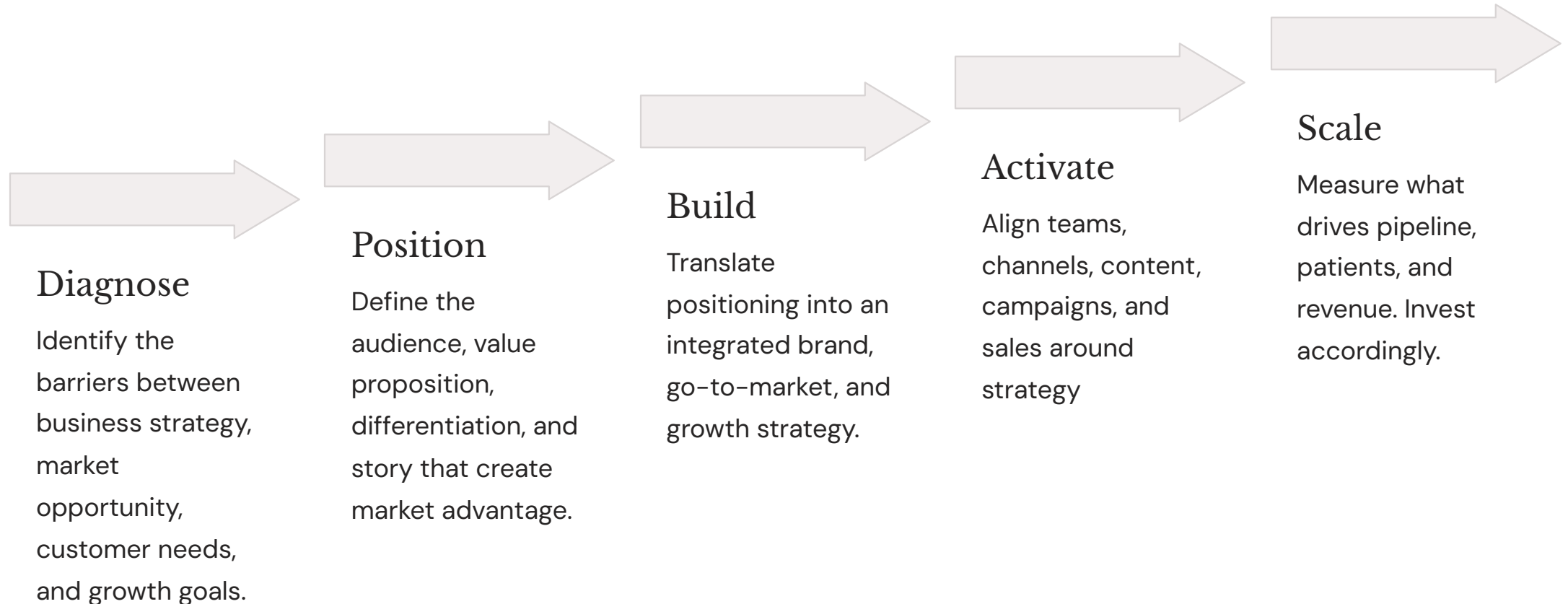
Build brands that create demand while protecting the accuracy, credibility, and trust healthcare requires.

Marketing + Revenue

Connect brand, demand, sales, and patient acquisition so marketing is accountable to business outcomes.

My Approach to Measurable Growth

I bring structure to complex marketing challenges that start with the business problem and build the strategy, team, and execution required to solve it.



Building the Marketing Engine

Growth doesn't come from a single campaign or channel. It comes from building a connected marketing system around the customer journey and the company's business goals.



Brand & Positioning

Create a differentiated market position and a story people understand, believe, and remember.



Go-to-Market Strategy

Connect audience, offering, channels, sales, and launch strategy around a clear path to market.



Demand & Patient Growth

Build programs that create awareness, generate qualified demand, acquire patients, and move audiences toward action



Content & Thought Leadership

Turn expertise and market insight into content that builds authority and advances the buyer journey.



Sales Enablement

Give commercial teams the positioning, tools, and insights they need to convert interest into opportunity



Marketing Operations

Create the infrastructure, attribution, and performance discipline required to optimize and scale.

Senior Marketing Leadership Without the Full-Time Overhead

I step in when a healthcare company needs experienced marketing leadership to determine what matters, align teams around it, and turn strategy into measurable growth.

As a Fractional CMO, I can:

- Set marketing strategy and priorities aligned to business and revenue goals
- Clarify positioning, messaging, and go-to-market strategy
- Build or strengthen the marketing function, team, and operating model
- Align marketing, sales, product, and leadership
- Lead agencies, internal teams, budgets, and execution
- Establish accountability through meaningful KPIs and measurement

The goal isn't more marketing. It's a marketing function that knows where it's going, why it matters, and how success will be measured.

UN LOCK

Building a Marketing Engine Following an 8-Company Merger

Challenge

Following the merger of eight firms, Unlock Health lacked a unified marketing function, cohesive brand, and scalable infrastructure to generate, manage, or measure demand.

My Leadership

Built the marketing function from the ground up—leading the internal team, managing a **\$1M budget**, integrating **Salesforce and HubSpot**, and unifying eight legacy brands under a single category—defining narrative.

Impact

Drove a **2.5x increase in qualified inbound leads within six months** and established the brand, team, systems, and demand infrastructure to scale across the newly combined organization.



Shaping a Category- Defining Market Position

Challenge

Leading up to IPO and merger, Livongo needed to **evolve its narrative beyond condition management** to support enterprise expansion, market differentiation, and investor confidence.

My Leadership

Led B2B marketing and repositioned Livongo around **Applied Health Signals** — shifting from condition programs to a broader platform story aligned to enterprise buyer needs, clinical value, and sales execution.

Impact

Contributed to a successful IPO and **\$18.5B merger with Teladoc**, solidifying Livongo's position as a category-defining leader in digital health.



Building a Full-Funnel Growth Engine Ahead of Series C

Challenge

As Cleerly prepared for **commercialization and a Series C raise**, the company lacked a unified brand and demand strategy with limited visibility into marketing's contribution to pipeline.

My Leadership

Led the **brand refresh and built the full-funnel growth engine from the ground up**—connecting demand generation, content, SEO, paid media, and local clinic marketing with CRM automation and patient engagement workflows.

Impact

Drove a **3x increase in MQLs** and a **30% improvement in lead-to-opportunity conversion**, with clear visibility from marketing through pipeline ahead of the Series C.

FORUM HEALTH

Scaling Patient Growth Across a 30+ Clinic Network

Challenge

As Forum Health expanded to **30+ clinics**, patient acquisition varied by location with no repeatable growth model that could scale across diverse local markets.

My Leadership

Unified the brand and built a **centralized patient acquisition engine** by standardizing SEO, paid media, and location-based campaigns with CRM and marketing automation to create a consistent approach to lead capture, nurture, and conversion.

Impact

Established a **repeatable patient acquisition model across 30+ clinics**, increasing patient inquiries in priority markets and creating a centralized infrastructure to scale with continued expansion.



Creating a Trusted Space for Gestational Diabetes Education and Engagement

Challenge

DiabetesSisters needed to build awareness around gestational diabetes while creating a trusted space for women to ask sensitive health questions and connect with credible medical resources.

My Leadership

Launched DiabetesSisters' first Reddit AMA with the DECIDE Study and Dr. Kartik Venkatesh, combining targeted Reddit advertising, multi-channel promotion, and a dedicated Gestational Diabetes Resource Hub.

Impact

Generated **1M+ views**, 4,655 clicks, a **0.90% CTR (3× Reddit's healthcare benchmark)**, \$0.22 CPC, and a **10.74% conversion rate**, plus an evergreen community resource for future initiatives.



Building a Unified Global Narrative Across 60+ Markets

Challenge

During global expansion and its acquisition by Aramco, Valvoline needed **cohesive brand storytelling and consistent go-to-market execution** to strengthen its position across international markets.

My Leadership

As an early team member at Apostle, supported **brand storytelling and strategic messaging across 60+ countries**, including the **Restore & Protect** launch with **Super Bowl exposure**, while establishing a **unified brand voice** adapted for regional relevance.

Impact

Scaled a **consistent global narrative** during a critical growth phase, driving **brand visibility across international markets** through **influencer and campaign strategy** during the Aramco acquisition.



Repositioning Insurance Around Longevity and Wellness

Challenge

Protective Life needed to **modernize its messaging** and launch a new cognitive health benefit, aligning with evolving customer expectations around **longevity and wellness**.

My Leadership

Led research to shape **product positioning and brand narrative**—reframing insurance as a proactive partner in cognitive health and developed **customer-centric messaging and sales tools** to support field teams at launch.

Impact

Successfully launched the **"Healthy Mind" benefit** with a differentiated narrative that improved **relevance across customer segments** and equipped sales teams with **insight-driven tools**.

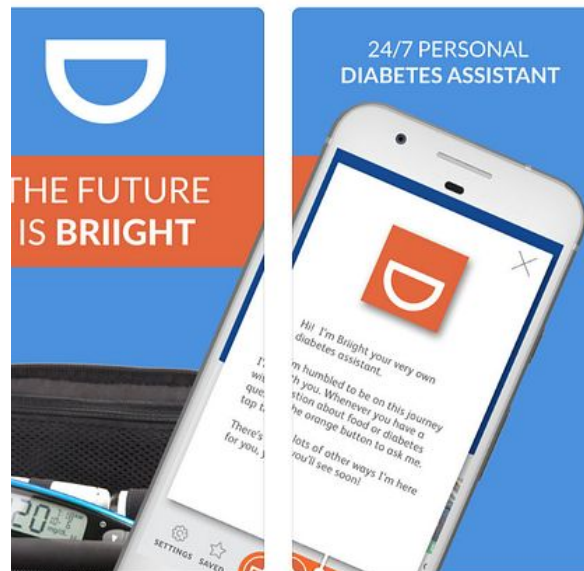
Select Additional Experience

My experience spans B2B, B2C, clinical, enterprise, and patient-facing healthcare. This gives me a broad perspective on how healthcare decisions are made and how growth actually happens.



Sage Growth Partners

Led healthcare content marketing and lead generation strategies for high-growth health technology companies.



Becton Dickinson

Developed go-to-market strategy for global medical device digital diabetes product launch.



TEDxChicago

Served as communications and engagement lead for annual flagship event.

How You Can Work With Me

The right level of marketing leadership for where you are now.

Fractional CMO

For healthcare companies that need ongoing senior marketing leadership without adding a full-time executive.

- Strategy & prioritization
- Team leadership
- GTM & growth
- Budget ownership
- Cross-functional alignment
- Performance accountability

Strategic Engagements

For leadership teams that need to solve a specific growth or marketing challenge before moving forward.

- Positioning & messaging
- Go-to-market strategy
- Marketing audits
- Growth strategy
- Commercialization strategy
- Marketing roadmaps

In both models, I work as an extension of your leadership team.

What I Believe About Healthcare Marketing

Clarity Creates Growth

When positioning, priorities, and audiences aren't clear, more execution creates more noise. I fix the foundation first.

Trust Is a Growth Strategy

Healthcare marketing has to persuade without sacrificing accuracy or credibility. The strongest healthcare brands earn attention and trust.

Marketing Must Connect to the Business

Brand matters. Content matters. Campaigns matter. But ultimately marketing has to help the business create demand, acquire patients, build pipeline, enter markets, or grow revenue.

Strategy Has to Survive Execution

A strategy only matters if teams can execute it. I build practical systems that create focus, accountability, and momentum.

Let's Build What's Next

Whether you're preparing to commercialize, repositioning for growth, scaling demand, or building a marketing function from the ground up, I bring the experience and leadership to help you move forward with clarity.

Ashley Boyd | Healthcare Marketing Leader + Fractional CMO

ashleyboydmarketing.com

