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executive profile

Nationally recognized and results-driven marketing and communications executive strategist who transforms leadership and advances missions to solve business problems and demonstrate value. Expert at aligning and building market leadership for public, privately-held and non-profit organizations in healthcare, technology and professional services. Consistently successful at understanding stakeholders, galvanizing strategy, building brand awareness, crafting positioning and collaborating with senior leaders to accelerate growth and elevate performance. Expertise honed through senior corporate roles, as interim executive and at global consulting firms helping clients and emerging companies to:

- ↳ Identify and articulate compelling strategies that beat the competition
- ↳ Design and implement measurable plans, programs and campaigns that increase corporate reputation, product visibility and market share
- ↳ Effectively communicate and sharpen leadership styles that motivate, influence and engage audiences
- ↳ Set the stage for successful acquisitions, partnerships and business transformation



critical skills

- Market leadership development
- Brand & reputation management
- Internal & external communications
- Corporate and product positioning
- Change management
- Sales & marketing integration
- Strategic planning
- Product development
- P&L management
- Event production
- Integrated & social marketing
- Strategic partnerships
- Advocacy & professional relations
- Executive leadership & communications coaching



professional career highlights

Vice President of Marketing & Communication

2012 – Present

AIM Specialty Health / Anthem, Inc.

Responsible for building strategic marketing and communications competency for leading specialty benefit management company to increase client value and support company growth. Focus on aligning corporate reputation, solutions marketing, sales support and market insights with enterprise-wide business goals that serve diverse payers with membership of 40+ million lives. Key accomplishments:

- ↳ Transforming brand management, evolving new communication disciplines and developing staff to support growing client base with expanding membership segments, provider networks, employer group customer base, enhanced product suite, reputation for valued partnership and greater industry awareness
- ↳ Establishing thought leadership initiatives, including *The Road Ahead* industry insights series featuring surveys and webinars
- ↳ Revitalizing client advisory events into a respected, sophisticated Executive Healthcare Forum focused on healthcare value, doubling annual attendance and achieving 95% participant satisfaction
- ↳ Launching transformational value-based reimbursement oncology management initiative with unique provider engagement approach to support Blue plans and other payer and risk bearing organizations
- ↳ Repositioning clinical products and segment-targeted solutions to support more effective stakeholder engagement, demonstrate positive program impact and gain competitive advantage

President and Market Leadership Strategist

2006 – Present

The Aerie Company

Established strategy, communications and leadership consulting practice focused on demonstrating value for healthcare, technology and professional services companies, non-profits and seasoned executives. Retained by publicly-traded and privately-held organizations and consulting firms for confidential assignments and interim roles to overcome challenges and accelerate growth, increase visibility, integrate mergers and acquisitions, position and develop market leadership, build industry credibility, promote breakthroughs, articulate unified strategies, strengthen alliances, and create market leading brands. Clients have included Pfizer Health Solutions, Genentech, Syndax Pharmaceuticals, Procter & Gamble, CIGNA HealthCare, NovaMed, Integrated Benefits Institute, Healthy Interactions, Avanade, ATI Physical Therapy, Catholic Healthcare West, Alere, The Vitality Group, MediCall, Affinity Networks, Pharos Innovations, RaceLogix, Blood & Marrow Transplant Information Network, Schooner Healthcare Services, Fleishman-Hillard, GolinHarris and others. Engagement highlights:

- ↳ Developed and implemented a market leadership strategy for a health services company
- ↳ Positioned healthcare vertical of a global business technology solutions firm
- ↳ Created a US presence for a foreign health management company
- ↳ Broadened outreach for a health & productivity research institute
- ↳ Integrated marketing and communications for care management and wellness acquisitions
- ↳ Promoted breaking scientific news for an emerging biotech company
- ↳ Produced a personal market leadership training program for case managers

Chief Marketing Officer

2006

Matria Healthcare

Appointed following acquisition to lead corporate, business unit and product positioning and marketing communications for diverse, publicly-traded health enhancement company. Key accomplishments:

- ↳ Realigned department to support business objectives in health enhancement, women & children's health and corporate reputation
- ↳ Developed and implemented strategic marketing and communications plan to support integration efforts and legacy clients, build markets and elevate corporate leadership
- ↳ Directed brand integration efforts to leverage equity of recently acquired companies
- ↳ Initiated market research function to provide leadership with strategic decision support
- ↳ Created company foundation to monitor, measure and trend marketing performance
- ↳ Led crisis communications efforts to effectively respond to market dynamics, financial performance, industry issues and client concerns

Vice President of Marketing & Investor Relations

2003 – 2006

CorSolutions, Inc.

Responsible for corporate and product positioning, public relations and investor relations, CEO reputation, marketing communications, market segmentation and research for leading privately-held health intelligence and integrated care solutions company. Led strategic communications and branding that positioned company for increased valuation and successful acquisition. Key accomplishments:

- ↳ Transformed department with limited sales support role into strategic marketing communications function aligned to support enterprise-wide business objectives and 20+% annualized revenue growth
- ↳ Advanced industry reputation by securing annual industry awards recognizing health information, communications, technology advancement and corporate leadership
- ↳ Repositioned, repacked and launched 50+ products and services to demonstrate value proposition and gain competitive advantage
- ↳ Created nationally recognized customer support/program engagement tools
- ↳ Instituted investor communications program
- ↳ Developed internal issues management and crisis communications function, marketing measurement and trend monitoring/reporting systems

Provided client leadership and senior level management of account teams in diverse healthcare practice for leading global public relations consulting firm. Expertise in product launch and lifecycle management, corporate communications and issues management among life sciences, pharma, biotech, diagnostics, devices, services, providers and payers.

- ➔ Managed clients including AstraZeneca, Aventis, GE Medical Systems, Wyeth-Ayerst Pharmaceuticals, Voluntary Hospitals of America (VHA), Sisters of Charity Healthcare System, Chicago Institute for Neurosurgery & Neuroresearch, Premier, ProDuct Health
- ➔ Led award-winning teams nationally recognized for breast, prostate and lung cancer awareness, an innovative urban asthma campaign and migraine public education programs
- ➔ Responsible for managing high margin multi-million dollar client budgets, business development, staff supervision/development and creative facilitation

additional professional history

President	Ross Public Relations & Marketing, Inc.
Director of Public Relations	Columbus-Cabrini Medical Center
Director of Media Relations	Mount Sinai Hospital Medical Center



education and certifications

- DePaul University Kellstedt Graduate School of Business, Chicago, IL, Certificate in Direct Marketing
- INDIANA University, Bloomington, IN, Bachelor of Music
- The Center for Executive Coaching, Certification
- REACH Certified Personal Branding Strategist



industry presence

- Women Business Leaders of the US Healthcare Industry Foundation
- Institute for Healthcare Consumerism
- X2 Healthcare Network, Board of Directors
- Healthcare Business Women's Association, Mentor Program and Chicago Chapter Program Committee
- Women in BIO, Mentor and Peer group facilitator
- "Communicating Your Value with Impact"- *Next-Level Case Management: The Critical Process of Professional Development*, Dorland Health (2012)
- *The Image and Value of Case Management Leadership*, Case Management Society of America 21st Annual Conference
- *Just Because You Can Talk Doesn't Mean You Have Something of Value to Say: Communicating with Impact*, Chicago Bar Association
- *The ABCs of Healthcare Leadership*, Leading Patients & Business Network Managers Summit, Paradigm Outcomes Conference



awards

- Chicago Innovation Awards – 2014 Top 100 finalist for AIM Oncology Solution
- Top 25 Global Case Studies Competition, Hot Mamas Project of the Women's Leadership Venture of George Washington University School of Business - Center for Entrepreneurial Excellence
- Forum for Healthcare Strategy eHealthcare Leadership Award
- National Consumer Health Information Awards
- Chicago Skyline Award for Excellence in Public Service
- MacEacheran Award, Public Relations Society of America
- Healthcare Marketing & PR News Awards
- Telly Awards for Best Public Service Campaign
- PR Week Awards, Best Use of Broadcast
- Golden Trumpet Awards and Silver Trumpet Awards, Publicity Club of Chicago
- Catholic Health Association Spirit Award for Communications