

BRAD WOODWARD

Growth | Innovation | Marketing & Sales | HealthTech | Fintech | B2B & D2C

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📍 New Mexico



EXPERIENCE

Fractional Executive (Marketing, Sales & Growth)

📅 06/2021 - Present 📍 New Mexico

Early/Mid-Stage Healthcare Technology, SAAS, FinTech, D2C

Clients: Kalderos | Sonara Health | RepeatMD | Pier88 Ventures | StoryHealth | Global Dental | Stealth Product 1 | Stealth SAAS 1

- Stealth Product 1 - Product Marketing: positioning, persona development, sales tools, case studies and reporting
- Stealth SAAS 1 - Sales tools and training materials - Sales call scripting
- Kalderos - 4x MQL - 8X SQL production in 90 days
- Kalderos - Sales playbook, SDR process and team onboarding
- Global Dental - Communications, investor relations and GTM for JV restructure
- Sonara Health - Video content production - interactive product demos
- RepeatMD - Built out referral program utilizing referral rock and HubSpot
- Pier88 Ventures - Communications and investor relations
- StoryHealth - Video production and trade show/event productions

Vice President of Growth

Acclivity Health Solutions

📅 06/2022 - 06/2023 📍 New Mexico

Data aggregation for transitional and chronic care management

- Lowered SQL CPA (cost per acquisition) by 50% in 90 days
- Lowered CAC (customer acquisition cost) by 30% in 120 days
- 4x MQL velocity in first 90 days
- Cut \$250k in annual budget from external resources (video/copy/design)
- Events and trade shows production (including pre/post campaigns)
- Implemented HubSpot, Wistia, Google Analytics and LinkedIn Campaign Manager, Google AdWords in 90 days

Director of Marketing and Communications

DreamSpring

📅 06/2020 - 06/2021 📍 New Mexico

CDFI focused on small business lending with proprietary loan processing platform.

- 5x inbound leads in first 90 days
- Built go-to-market - internal B2B SaaS loan processing product
- Implemented HubSpot Marketing
- Developed Sales/SDR and Service upsell playbook
- Produced annual report, content planning and customer testimonials

Head Of Marketing (Interim Head of Sales 18/19)

Twistle (acquired Health Catalyst)

📅 02/2016 - 06/2020 📍 New Mexico

Enterprise health tech SAAS startup - patient engagement and care coordination.

- 10x Increase in ARR in 18 months
- 5x SQL in first 10 months
- Developed GTM for service line products and pathways
- Developed sales enablement and SDR playbook/Demos
- Produced trade show and events programming (HIMSS, HLTH+)
- Lead partnerships with Cerner, KLAS, Cochlear, OnQ and integration partners

Content Strategy Director

McKee Wallwork & Company

📅 10/2013 - 02/2016 📍 New Mexico

Full service advertising agency- AdAge's small agency of the year in 2015.

- 38% net profit margin on digital services and production
- Managed partnerships and vendor relationships
- Intrapreneur:** Founder of Swellstarter -advocate marketing tool
- Sales - Year 1: 180%
- Sales - Year 2: 350%
- Client verticals: Healthcare, Banking, Education, SAAS, Services

SUMMARY

Proven leader with success scaling in high-growth environments. 10+ years of experience in enterprise B2B, SAAS, D2C, Start-ups and product marketing. Strong understanding of growth marketing, digital advertising, storytelling and marketing automation.

Husband, father of 2, wanna-be runner and amateur carpenter.

SKILLS

Growth Marketing

Content Marketing

Sales Enablement

CRM/Marketing Automation

Events/Trade Shows

Product Marketing

ABM

Sales

Branding

GTM

SAAS

Analytics

ACHIEVEMENTS



MassChallenge HealthTech Cohort 2019 - Cerner Partner

Integrated Twistle into Cerner App Gallery, automatically initiating care pathways based on HL7 feeds



Advent Health Innovation X 2018 - Champion

Won patient engagement 12 month pilot program with Advent Health - converted to Enterprise contract



Ski Lift Pitch 2018 - Champion

Start-up pitch competition in Taos, NM. -Won \$10,000 in non-dilutive capital.

EDUCATION

Rhetoric/Media Studies, Arts & Technology

BA Willamette University

📅 2004 - 2008

Creative Advertising and Marketing

AdHouse Portfolio School

📅 2008 - 2009

EXPERIENCE

Account Supervisor

NextGuest

📅 03/2012 - 10/2013 📍 Las Vegas, NV

Custom SAAS/CRM solution, website development and support services.

- Supervised 10 account executives - managing 50+ accounts
- \$10MM in ARR retainer
- \$10MM+ interactive media planning and buying services product line
- Sales - Year 1: 400%

Senior Director of Marketing

LSI Resorts

📅 10/2010 - 03/2012 📍 Las Vegas, NV

Hospitality brand focused on marketing and management of condo/hotel properties.

- Managed a marketing and sales staff of 3
- In-house: video, design, copy and creative
- Managed partnerships: 6 online travel agents (Expedia, travelzoo, booking.com)

Director of Marketing

Digital Hostel

📅 08/2009 - 10/2010 📍 Location

brands: Loftstel, MiHostel, Bedford Suites

- 95% annual occupancy with 600+ beds
- Social media booking integration and paid advertising campaign management
- Referral and review coordination and management

STARTUP FOUNDER

DadsFanny - Founder/Owner

📅 2016 - Present

Diaper bag fanny pack company - DadsFanny.com

CareVid (Stealth) - Co-Founder/Investor

📅 2019 - 2023

Healthcare video empowerment platform - carevid.com

Swellstarter - Intrapreneur Founder (exited)

📅 2014 - 2016

Advocate marketing platform - Swellstarter.com

VOLUNTEERING

Lead Organizer

Startup Weekend by Techstars

📅 2014 - 2018

Leader of startup weekend events in Albuquerque, NM. Worked with early stage founders to develop their products, market and pitching abilities.

Mentor - Big Brother

Big Brothers Big Sisters of NM

📅 2016 - 2018

Big brother - South Valley High School

REFERENCES

Sukhi Singh - Former CRO @ Twistle

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James Nugent - Colleague @ Twistle

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