

Julie Eisterer

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HEALTHCARE MARKETING LEADER | BRAND STRATEGY, PRODUCT MARKETING & DEMAND GENERATION

Healthcare companies succeed when people trust their brand, teams collaborate well, and marketing gets real results. I help organizations achieve these goals.

I align teams on messaging and strategy, guide organizations through regulatory issues and execute campaigns that fuel growth. With more than 20 years of experience, I have led more than 50 product and service launches, built high-performing marketing teams and developed award-winning campaigns that link clinical expertise to business outcomes. If your brand requires stronger positioning, improved team collaboration, or more impactful marketing, I have tackled these challenges and can help you achieve similar results.



SKILLS

- Strategic Positioning & Brand Management
- Content Creation, Writing & Optimization
- Integrated, B2B, B2C & Digital Marketing
- Go-to-market Strategy & Product Marketing
- Demand Generation & Sales Enablement / Training
- PR, Thought Leadership & Social Media
- VOC / Market Research & Audience Segmentation
- Budget Management & KPI Monitoring
- Corporate Communications & Media Relations
- Team Building, Leadership & Mentoring

Technologies: Content Management Systems (WordPress, Drupal, etc.), Marketing Automation Systems (HubSpot, Marketing Cloud, etc.), Salesforce CRM, Project / Graphic Software (Adobe Creative Suite, Wrike, Figma, Asana & Canva), Google Workspace, Zoom & Teams, Generative AI Platforms (Gemini & ChatGPT), Microsoft Office Suite, Smartsheet and Digital Marketing Applications (SEMrush, Conductor, MOZ, etc.)



EXPERIENCE

Innovative Renal Care, Franklin, TN (\$860M+ national dialysis provider)

(2025)

Director of Marketing – role eliminated due to corporate restructuring

- Developed 2025 marketing strategy to grow brand awareness, build share of voice and generate demand.
- Built and scaled marketing initiatives to fuel business growth, culminating in 200% increase in new leads and incremental growth in all key performance metrics.
- Refined messaging with a friendlier brand voice and created content for multi-channel campaigns.
- Planned and oversaw corporate and community events, digital advertising efforts, referrer outreach, public relations, social media, and sales enablement.
- Mapped out Salesforce account and contact properties and led the acquisition and integration of HubSpot marketing automation.

3D Systems Corporation, Rock Hill, SC (\$480M+ additive manufacturing company)

(2021 – 2024)

Manager, Healthcare Strategic Marketing – Medical Devices

- Developed the marketing strategy and directed multi-channel demand generation campaigns to fuel lead pipeline and hit revenue and margin targets for the \$90M medical devices segment.
- Collaborated cross-functionally with SMEs to build an arsenal of thought leadership content, including white papers, webinars, application briefs, eBooks, videos and press releases. Sample results: 40 published articles, a bimonthly contributed column in a leading orthopedic publication and 230 webinar registrants.
- Built relationships and co-marketing programs with customers / partners (**Exactech, Onkos, Smith+Nephew, Stryker, Enhatch, Dayton Children's Hospital**, etc.) to help amplify new 3D-printed applications, AI-driven software innovations, and success stories. (Visit [linkedin.com/showcase/3d-systems-healthcare/](https://www.linkedin.com/showcase/3d-systems-healthcare/))
- Introduced communications best practices and MarTech stack tips, including shaping outbound email sequences, lead capture, meeting scheduling, brand voice guidelines and more.
- Set standards for marketing planning and budgeting, agency briefs, value proposition decks, go-to-market (GTM) strategy for FDA-cleared devices, printer and service introductions as well as event plans.
- Extended reach across business areas to quickly adapt a newly acquired company's messaging and create a critical framework for the company's new regenerative medicine segment.

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Xceler8 Marketing, Denver, CO (Marketing agency)

(2017 – 2018, 2020 – 2021)

Fractional Marketing Director – Healthcare & Life Sciences

- Devised clinical and product marketing campaigns, including positioning, messaging, content marketing strategy, writing and design for **Allotrope Medical** (now Northgate Technologies) and its smooth muscle stimulation technology.
- Developed high-impact corporate communications, recruitment campaigns and demand generation programs for outsourced medical sales and marketing firms.
- Wrote and optimized web content for **ForCast Orthopedics** and **Waters ERA** (life sciences).
- Researched and wrote thought leadership content for **Synoptek**, a managed services company.
- Spearheaded global product launch planning for a **Cordis** PTA dilatation catheter.

MedeAnalytics, Richardson, TX (\$93M+ healthcare analytics SaaS company)

(2018 – 2020)

Director, Marketing Communications

- Developed, led and mentored a team responsible for innovative creative, brand and product marketing programs, events and social campaigns, yielding 23% MQL to SAL with 27% SAL to SQO conversion rates.
- Executed product marketing campaigns contributing 39% of the sales pipeline.
- Refreshed, communicated and maintained brand and messaging standards across channels.
- Revamped the NPS/CSAT voice of customer program to create a friendlier experience, eliminate inaccuracies and boost scores from -11.1 to 28.0 over two years (352% increase).
- Managed public relations and corporate communications initiatives and devised social programs and content to expand monthly engagement by an average of 12X.
- Collaborated with digital teams to transition from Act-on to the Pardot marketing automation platform.
- Launched and managed an internal communications sharing platform, a new digital asset library, and a new project management system, streamlining processes for over 500 touchpoints in one year.
- Managed the RFP process and team coordination, generating 16 enterprise-level RFPs / RFI responses.
- Evolved the website home page, webinar / event landing pages and blog pages to be more intuitive and user-friendly; plus, created and managed dynamic content areas.
- Supported over 40 product marketing campaigns and six remarketing campaigns in one year.

Armada Medical Marketing, Denver, CO (Marketing agency)

(2006 – 2017)

VP of Marketing & Client Services / Agency Partner (2011-2017)

- Devised / managed B2B and consumer marketing campaigns, including 40 product / service launches.
- Cultivated the agency's largest, most profitable accounts (**Medtronic, Otsuka, AlloSource & LivaNova**).
- Produced 30 award-winning integrated marketing and public relations initiatives.
- Increased client's global market share to 17%, resulting in \$47M in client revenue over five years.
- Led a team of 10 to manage a portfolio of client accounts, achieving an annual client retention rate of 90% by delivering strategic insights and building strong client relationships.

Director of Client Services (2006 to 2010)

- Directly managed and supervised accounts, achieving substantial growth—doubling the size and revenue of the agency—and leading to promotion to partner and VP.
- Planned and managed implementation of marketing campaigns and large-scale projects for medical device manufacturers, medical centers, group practices and biotech companies.



EDUCATION, CERTIFICATIONS & AWARDS

Bachelor of Arts, Communications (PR / Marketing Emphasis), University of Texas at San Antonio

Content Marketing and **Inbound Marketing Certifications**, HubSpot Academy

Launch Excellence Acceleration Program Certification, Cordis Corporation

Certified Business Communicator designation, Business Marketing Association

President's Award for Exemplary Service as a Board Member, Business Marketing Association

Dozens of **Gold Key Awards (BMA)** and **Gold Leaf Awards (CHC)**, including three Best of Show wins

THE LITTLE DETAILS THAT MAKE ME HUMAN: I'm a mother of three grown sons who mostly come over for food and poker nights. Now, I'm a dog mom and treat dealer to three girls, Kayla, Willow and Zoey. My husband and I like to travel, but at home, we spend our time on house renovations, hiking, tennis and watching top TV series. Finally, I love a good story and grooving to all kinds of music.