

Julie Eisterer

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HEALTHCARE MARKETING LEADER

Brand Strategy | Clinical-to-Commercial Execution | Demand Generation

Marketing leader with over 20 years of experience translating clinical science and outcomes data into campaigns that influence physician behavior and drive commercial growth in medical devices, healthcare technology, diagnostics, and healthcare services. I help organizations scale revenue through integrated demand generation and brand strategy. Notable achievements include KOL programs generating \$1.2M in closed business and marketing automation initiatives that increased leads by 200% and delivered a 39% pipeline contribution. My expertise spans B2B and DTC execution across agency, enterprise, and consulting environments. Through my current practice, Boost MedTech, I provide marketing leadership to pre-seed and seed-stage MedTech founders as they build their commercial foundations.

CORE COMPETENCIES

Brand Strategy & Development • Market Analysis & Competitive Intelligence • Go-to-Market Strategy & Product Commercialization
Integrated B2B/B2C Marketing Campaigns • Demand Generation & Sales Enablement • Account-Based Marketing (ABM) • Thought Leadership & KOL Programs • Content Development & Media Planning • Public Relations & Social Media • Customer Segmentation & Journey Mapping • Budget Management & Performance Analytics • Team Leadership & Cross-functional Collaboration

Technologies: Salesforce CRM • HubSpot & Marketing Cloud • Adobe Creative Suite • Figma & Canva • Google Analytics
SEMrush, Conductor & MOZ • Wrike, Asana & Smartsheet • WordPress & Drupal • Generative AI: Claude, Gemini & ChatGPT

WORK EXPERIENCE

Founder & Fractional MedTech Marketing Consultant

May 2026 – Present

Boost MedTech Marketing, Denver, CO | Fractional Healthcare Marketing Consultancy

- Founded a fractional MedTech marketing consultancy serving pre-seed and seed-stage founders in MedTech, life sciences, and health tech who have advanced beyond proof of concept but are not yet ready for a full-time VP of Marketing.
- Deliver hands-on marketing leadership in brand positioning, ICP development, go-to-market strategy, and product launch, without the cost of a CMO or agency.
- Manage client engagements from initial positioning to execution, leveraging over 20 years of MedTech marketing experience to help companies establish their commercial foundation.

Director of Marketing

March 2025 – November 2025

Innovative Renal Care, Franklin, TN | \$100M+ national dialysis provider | Role eliminated due to corporate restructuring

- Developed the 2025 strategic marketing plan to strengthen brand awareness, expand share of voice, and drive demand across B2B and DTC channels.
- Presented a revenue growth strategy that aligned 330 organizational leaders within seven weeks.
- Built and scaled marketing initiatives, resulting in a 200% increase in new leads and incremental gains across all KPIs.
- Led the acquisition and integration of HubSpot marketing automation to optimize journey mapping, lead scoring, and audience behavior analysis.
- Refined brand messaging and delivered integrated multi-channel campaigns that improved engagement and conversion rates.

Manager, Healthcare Strategic Marketing – Medical Devices

March 2021 – November 2024

3D Systems Corporation, Rock Hill, NC | \$480M+ additive manufacturing company

- Spearheaded downstream marketing strategy and directed multi-channel demand generation campaigns to achieve revenue targets for the \$90M medical devices segment.
- Produced a KOL and SME-led innovation showcase for 47 industry leaders, generating \$1.2M in directly attributed closed business.
- Built a thought leadership program with KOLs and clinical teams: 40 published articles, a bimonthly contributed column in a leading orthopedic publication, and 230 webinar registrants.
- Established co-marketing programs with Exactech, Smith+Nephew, Onkos, Stryker, Enhatch, and Dayton Children's Hospital to expand market reach.
- Directed go-to-market strategy, agency briefs, and media planning for FDA-cleared device and surgical planning software launches.

Director, Marketing Communications

September 2018 – June 2020

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

- Built and led an in-house agency team responsible for brand, content, events, PR, social media, RFPs, and integrated campaigns.
- Executed product marketing campaigns, achieving a 23% MQL-to-SAL conversion rate, 27% SAL-to-SQO conversion rate, and 39% sales pipeline contribution.
- Devised social programs and content that increased average engagement to 12%.
- Redesigned the NPS/CSAT program, increasing scores from -11.1 to 28.0 (a 352% improvement), and applied VOC insights to enhance user experience and messaging.

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- Led comprehensive brand and voice refresh, establishing visual identity standards and messaging frameworks across all channels and audiences.
- Launched Pardot marketing automation, a digital asset library, a project management platform, and new creative workflows, streamlining 500+ touchpoints in the first year.

Fractional Marketing Director & Founder

January 2017 – February 2021

Xceler8 Marketing, Denver, CO | Fractional Healthcare & Life Sciences Marketing Consultancy

- Developed physician and VAC marketing campaigns, positioning, messaging, and clinical evidence kits for Allotrope Medical's smooth muscle stimulation technology.
- Optimized web content and landing pages for ForCast Orthopedics and Waters ERA, focusing on SEO, SEM, and conversion improvement.
- Led global product launch planning for the Cordis PTA dilatation catheter in international markets.

VP of Marketing & Client Services / Agency Partner

January 2011 – December 2016

Armada Medical Marketing, Denver, CO | Full-service Healthcare Marketing Agency

- Transformed Otsuka's BreathTek urea breath test from an underperforming product to the industry growth leader through an award-winning, PhRMA-compliant Coin Toss Campaign, increasing market share by 300% and generating \$36M in revenue.
- Led the U.S. launch and global expansion of Sorin Group's S5 Perfusion System, increasing worldwide market share from 33% to 50%.
- Fueled a \$415M acquisition of Renal Ventures by demonstrating superior dialysis patient outcomes, driving 300% web traffic growth, and doubling physician event engagement.
- Drove market penetration for Medtronic's BIS brain function monitoring system, achieving a 28% email open rate, 10.5% CTR, 2.5-minute average microsite visit, four product evaluations, and multiple six-figure deals.
- Managed and scaled the agency's largest accounts (Medtronic, Otsuka, AlloSource, LivaNova), achieving 90% annual client retention rate.
- Produced 30 award-winning integrated marketing and PR campaigns, including three Best of Show wins, and led a team of 10 across a full portfolio of healthcare accounts.

EDUCATION

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

CERTIFICATES

Content Marketing Certification | HubSpot Academy

Launch Excellence Acceleration Program Certification | Cordis Corporation

Certified Business Communicator designation | Business Marketing Association

AWARDS

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.

INTERESTS

Spending family time with our three sons • Playing with our dogs: Kayla, Willow, and Zoey • Traveling to and exploring new places • Hiking, playing tennis, and learning pickleball