**Priya Puri**

805.403.1210| priya.s.puri@gmail.com

**Global Marketing Strategist**

***Healthcare / Operations Management / Strategic Planning***

Diverse background of entrepreneurial success, personnel management and strategic marketing. With a 14-year record of consistent achievement while delivering leadership in highly competitive markets. Tenacious in building new business globally, thought leader who drives change, and known for depth of relationships with external business partners and customers. Strategist for the development of new markets in order to create critical diversification of revenue portfolio. Experience in operations (P&L) with a remarkable track record of growth, through dedicated customer service in healthcare.

***Experience***

**Sr. Marketing Manager**

Spectrum Plastics Group, Salt Lake City, UT – [www.kelpacmedical.com](http://www.kelpacmedical.com) – 6/16/2016 – 9/1/2018

***Selected Achievements:***

* Managed a team of 5 marketers that implement global marketing and commercialization strategy
* Assessed worldwide market opportunities and provide prioritization list to drive global growth strategy
* Developed and implement strategic marketing plan to drive 3x funnel growth and 20% revenue increase
* Developed and implement key accounts strategy to drive an increase in sales and engagement with top 50 customers. To date average revenue has increased 8% per account
* Developed and aligned messaging, positioning, marketing campaigns, presentations, web presence, SEO/SEM/PPC and e-commerce to ensure brand success
* Developed and implement product training division wide through LMS

**Global Marketing Manager**

Fujifilm SonoSite, Bothell, WA – [www.sonosite.com](http://www.sonosite.com) – 3/2014 – 5/2016

***Selected Achievements:***

* Managed a team of 3 marketers that executed tactical product launch activities with support from other functions within marketing and product management
* Assessed worldwide market opportunities and provided prioritization list to drive global launch plans for hardware and HL7, DICOM, IHE conformance software platforms
* Prepared launch and marketing strategies for Emerging Marketing, Global Public Health, GPO and VA markets
* Worked with product management, marketing communications, user experience design team, clinical sector leaders and sales management to develop go-to-market strategies and execute to deliver revenue, profit, and acceleration of demand: includes messaging, sales programs, educational offerings, input for web development, marketing materials, collaborative marketing partnerships, digital campaigns and SEO/SEM strategy
* Captured insights that shape future product definition (V.O.C.)

**Global Marketing Manager**

SonoSite, Bothell, WA – [www.sonosite.com](http://www.sonosite.com) – 3/2014 – 6/2014

***Selected Achievements:***

* Assessed worldwide market opportunities and provided prioritization list to drive global launch plans
* Captured insights to shape product definition
* Developed iViz product sales projections an analytics for FujiFilm acquisition
* Acquired by FujiFilm

**Product Marketing Manager**

Helix Medical, Carpintaria, CA – [www.helixmedical.com](http://www.helixmedical.com) – 3/2012 – 10/2013

***Selected Achievements:***

* Managed a team of 6 marketers that administered and implemented marketing programs resulting in 14% increase in sales
* Drove new business of more than $3M through the development of training materials for Customer Service and international distributors to enhance product knowledge and through cross-selling opportunities
* Expanded market segments to include Military hospitals, VA hospitals, First Responders, Urgent Care Facilities, ER Departments, Emerging Markets, Global Public Health
* Developed and implemented digital communication strategy
* Managed existing product line life cycles and support strategic planning, conduct market research, and product launch activities to ensure profitable growth and increased customer satisfaction

**Consultant – Sr. Marketing Subject Matter Expert**

Thomson Reuters, Santa Barbara, CA – [www.thomsonreuters.com](http://www.thomsonreuters.com) – 2011

***Selected Achievements:***

* Conducted extensive research and consulted on reviews in order to build the documentation for delivery of a highly sensitive multi-million dollar Medicare study
* Rewrote hospital protocols for all hospital Medicare and VA pilot sites

**Director of Strategic Marketing**

Recruiting Point, Seattle, WA – [www.recruitingpoint.com](http://www.recruitingpoint.com) – 2008-2011

***Selected Achievements:***

* Oversaw and managed the coordination and implementation of strategic programs for more than 120 personnel in 20 different offices nationally
* Provided the strategic, financial, and logistical analysis and counsel to 14 senior managers regarding national recruiting programs

**Senior Managing Director**

**OrthoSys**, Seattle, WA – 2006-2008

***Selected Achievements:***

* Managed production team to create business plans, support strategies, profitability targets, product objectives, and strategy for 20 new product lines
* Worked with marketing team to develop long-term marketing strategies though new products and marketing initiatives. Led the launch of our e-commerce web-based marketing campaign
* Created an integrated launch program for products including product direction, marketing plans, store operation, and supply chain which resulted in
* Increased sales by 33% and average gross profit margin by 60% per year
* Improved inventory rotation from 40% to 70%
* Secured distribution rights from top domestic and international medical technology vendors
* Prepared and sold organization to a Fortune 100 healthcare company at a 10 multiple of EBITDA

**Director of Sales and Marketing**

**OrthoSys**, Seattle, WA – 2004-2006

***Selected Achievements:***

* First employee hired by founders
* Hired, trained, managed, and mentored 35 sales representatives to present all product lines to target markets, resulting in 150% growth and achievement of quotas for three years in a row
* Developed referral base of 300+ doctors and nurses within 2 years and built a close working relationships with chief physicians of the Seahawks (NFL), Mariners (MLB), Sonics (NBA), and Storm (WBA)

***Education***

**University of Massachusetts, Amherst** - Business with a focus in Marketing

***Proficiencies***

Salesforce, Pardot, Eloqua, Google Analytics, Hubspot, Marketo, Adobe Suite, Litmos LMS, HIPAA Trained and Certified, B2B & B2C Marketing, eCommerce, Lead Generation, Strategic Marketing, GTM Strategy, Product Launch, Digital Strategy, Event Strategy, Brand Strategy, Marketing Execution, Sales Enablement, Forecasting, P&L Management, Product Incubation, Product Roadmap Management, Lifecycle Management

Fluent in English, Spanish, Hindi, Punjabi. Currently learning German and French