



NICOLE ELOVITZ

MARKETING & PRODUCT LEADER

PHONE

☎ 503.539.0459

EMAIL

✉ nicole.elovitz@comcast.net

LINKEDIN

<https://www.linkedin.com/in/nicole-elovitz>

OVERVIEW

As a Marketing leader, my track record is chockful of transformative stories where validated hunches turn to gold and innovations create categories.

- **Business and transformation strategist – creating and collaborating to drive growth**
- **Idea generator and executor – brand building, product launches and market entries**
- **Start-up scrappy – leadership, management, and execution skills up and down field**
- **Entrepreneur– a go-getter who is not afraid to try and then get up and try again**

CURRENT EXPERIENCE

CALIBRATE

3/2022-7/2022

VICE PRESIDENT, HEAD OF COMMERCIAL MARKETING

Digital health solution combining medication management and behavior change to address the obesity crisis and change the way the world treats weight.

- **Built the messaging and key sales materials to land first enterprise client in under 120 days**
- **Architected key relationships to educate national jumbo payors - including BGH wins**
- **Developed demand gen campaigns – broad and ABM to fill and advance the sales funnel**
- **Created enrollment strategy for B2B2C launch to drive revenue opportunities across members**

HINGE HEALTH

9/2020-3/2022

SENIOR DIRECTOR, ENTERPRISE MARKETING

Personalized digital MSK care leveraging a care team, advanced technology and data.

- **Repositioned initial offering to encompass the entire Digital MSK Clinic – going beyond just PT**
- **Managed all B2B marketing including sales enablement, Channel, VIP program, and RFPs**
- **Delivered at hypergrowth pace including doubling account wins, 200% employee growth**
- **Grew specific Enterprise Marketing team from 2-17 within 12 months**

CAMBIA HEALTH SOLUTIONS

11/2012 – 9/2020

DIRECTOR OF PRODUCT MARKETING, STRATEGY + BRAND

14-person team leader responsible for the transformation from a traditional health insurance company to become a total health solutions company. Marketing lead for Cambia incubator.

Leveraged entrepreneurial edge to launch five brands + new consumer engagement platform.

- **Launched Journi, Echo Health Ventures, Cambia Grove, Healthsparq, Wellero, and Spendwell**
- **Delivered launch-ready integrated marketing, lead generation, PR and engagement plans**
- **Managed activation and engagement campaign – built 360 multi-modal engagement experience**
- **Built and managed an exceptional team – 80% of direct reports recognized for excellence**
- **Led team of 60 as interim VP of Marketing/Creative for Cambia– March 2013 - February 2014**

GIGAPAN SYSTEMS

6/2012-11/2012

VICE PRESIDENT OF MARKETING

Global B2B/B2C technology company focused on high-resolution imaging systems.

- **Re-positioned company from hardware supplier to technology provider, increased dealers 25%**
- **Developed channel program and tiered opportunities for volume partners, increased sales 40%**
- **Garnered major media coverage, leading to largest sale in company's history**



CLEAREDGE POWER

9/2009-6/2012

**DIRECTOR OF
MARKETING +
COMMUNICATIONS**

Global clean energy company focused on hydrogen fuel cell manufacturing and sales.

- **Launched first residential unit in the US and managed sales efforts, brand and public relations**
- **300% coverage increase in top 10+ clean tech publications through expert storytelling**
- **400% sales growth post launch, personally responsible for campaign and lead generation**

HEMCON MEDICAL TECHNOLOGIES, INC.

2/2007-9/2009

**DIRECTOR OF MARKETING+
COMMUNICATIONS**

Globally recognized hemostatic bandage and surgical wound dressing manufacturer.

- **Managed all product management and communications - for first hemostatic OTC product**
- **Launched surgical and cardiac catheter bandages, creating new revenue channels and partners**
- **Built channel partnerships with retailers, global distribution and structured buying groups**
- **Served as point for investment rounds and RFPs for military and municipality contracts and grants**

CHARACTER, LLC

2/2006-2/2007

**DIRECTOR OF
MARKETING + BD**

Global story creation and branding consultancy for Fortune 50 companies.

- **Closed 1st sale in 70 days (standard DTC – six months)**
- **20% revenue increase in 1st nine months**
- **75% pipeline increase through implementing a new CRM system for sales and lead generation**

DIGIMARC CORPORATION

5/2000-2/2006

**MANAGER, PRODUCT
PRODUCT MARKETING +
MARCOMM**

A global security and linking technology and IP company.

- **115% increase in revenue from e-commerce implementation in Q1 '04**
- **Built and launched MyPictureMarc SaaS product, including sales forecasting, marketing and PR**
- **Defined and drove the product road map, messaging, website, lead campaigns, and pitch materials**
- **Responsible for Adobe distribution partnership and affiliate channel program**

@ LARGE FILMS

11/1998-5/2000

DIRECTOR, MARKETING + SALES

A video and film production company.

- **10% increase in sales within the first year, through new contacts and increased visibility**
- **Built and managed national pipeline - pure prospecting and determination**

WIEDEN & KENNEDY, INC.

5/1992-11/1998

NIKE ACCOUNT SERVICE

A world-renowned, global advertising agency known for building iconic brands.

- **1994 Cannes Film Festival Award Winner – “Street Hockey”**
- **Managed integrated creative and media campaigns for the worldwide NIKE account**
- **Grew seven sub-brands simultaneously with multiple client contact points**

ACADEMIA / COMMUNITY / AWARDS

2020 – current - Advisor, Advisory Board Member – The Meriwether Group

2015 – current- Marketing Adjunct professor, Pamplin School of Business, University of Portland

2015 – current - Board of the Oregon Hospice and Palliative Care Association

2010 – U.S. Patent inventor for unique fuel cell utilization (patent in process)

2008 – Recipient of the Portland Business Journal “40 Under 40” Award

2002 – U.S. Patent inventor for digital watermarking – Patent #US20030056104

EDUCATION

Master of Business Administration, University of Oregon (OEMBA)

B.S. in Mass Communication, Boston University