

CHIEF MARKETING, GROWTH AND CUSTOMER EXPERIENCE OFFICER

DOUG WEISS

Mission-Driven Leader

Focus on Action, Inspiring Others,
Attracting and Developing Talent

Omnichannel Marketing Expert

Purpose-driven
Digital Transformation,
Loyalty-focused
Customer Journeys

General Management Skills

Strategy, Sales, Operations,
Product, IT, Analytics, M&A

Creativity and Innovation

Authentic Messaging,
Brand Building,
Value-Added Website/
Call-Center/CRM Experience,
Reputation Management,
Social Media

Superior vision, exceptional teamwork and world-class customer experiences to drive profitable growth.

Unique expertise in combining digital transformation, social, mobile, ecommerce, big data and AI, with business model innovation, subscription, online services and culture-driven brand and product marketing solutions. Experienced PE portfolio, Inc 5000 and Fortune 250 executive.

WORK EXPERIENCE

2015 to 2019: Denver, CO

EATING RECOVERY CENTER | CHIEF MARKETING OFFICER

Responsible for marketing, sales, customer service, IT and strategic planning for \$200MM vertically integrated, healthcare system. Managed team of 115, \$20MM budget.

- Grew business from 2015 to 2018: +67% revenue, +55% admissions, -30% acquisition cost, +90% EBITDA.
- Helped lead successful recapitalization in 2017, 20x TTM EBITDA driven by market-leading strategies, doubling Word of Mouth (WOM)/digital acquisition.
- Invented Eating Recovery Day event with 500MM annual impressions; launched and doubled binge eating program, achieved 65% share of voice.

2014 to 2015: New York, NY

ADVANTAGECARE PHYSICIANS | SVP, CHIEF MARKETING OFFICER

First CMO for innovative \$900MM physician-led primary care and multi-specialty medical practice in NYC with 36 locations, 500 physicians and more than 1MM office visits a year. Managed various teams consisting of 350 employees, \$60MM budget.

- 20% increase in service revenue in six months, reversing ten-year decline in membership.
- Achieved 500K weekly social reach and tripled web traffic.
- Decreased call abandon rate by 65%, improved Net Promoter Score by 40%.
- Revamped a \$110MM quality initiative, driving 4x increase in patient portal use.

“Doug is a highly intelligent,
highly innovative marketing
executive with vast experience
thinking outside of the box.”

RICHARD KRAUS

Chairman of the Board
and Co-Founder of ERC

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DOUGWEISSHHK@GMAIL.COM | IN/DOUGWEISSHHK

2008 to 2014: Purchase, NY

INTEGRAMED AMERICA, INC | CO-PRESIDENT, CMO OF ATTAIN FERTILITY

Responsible for revenue growth and customer experience excellence for \$250MM fertility business with 1,000 employees in 60 locations.

- Enabled 25% network growth by establishing leading brand and digital acquisition strategy.
- Grew 15 fertility practices 3x market growth, drove a 15% increase in new patient conversion and +\$30MM in revenue.
- Re-set strategy, top-graded marketing, sales, service and training talent to increase Attain IVF program enrollment 70% to \$40MM.
- Increased web traffic 9x and lead volume 5x, while reducing CPL by 40%. Grew WOM referrals 10x with social media reach of 1MM/mo. and 60% share of voice.

1999 to 2008: Norwalk, CT

VERTRUE, INC | EVP DIVISION PRESIDENT, SVP MARKETING & OPERATIONS

Transformed \$120MM direct marketing company into \$1B internet marketing services company, P&L responsibility for four companies with \$500MM in revenue. Led sales, marketing and operations: 1,500 employees, seven locations, 75 marketing programs in multiple verticals.

- Increased subscription sales to 6MM per year with \$200MM+ budget.
- 43% increase in revenue with 36% margin at MyChoiceMedical, grew revenue 60%, tripled EBITDA at MemberWorks Canada.
- Generated over \$100MM in annual revenue and \$30MM in profit.
- 225% increase in customer retention and 75% reduction in turnover.
- Completed acquisition of Coverdell, and developed industry-leading health discount company with 5MM members.

OTHER SENIOR MARKETING AND BUSINESS LEADERSHIP ROLES

- CEO, MyHealthySavings.com, BOD member for Freecreditreport.com
- VP Integrated Marketing and Well Informed at Merck-Medco
- SVP, CMO at CareWise, a VC backed healthcare decision counseling company
- VP, General Manager, The Travelers Center for Corporate Health and Synergy Health Programs

THOUGHT LEADERSHIP AND RECOGNITION

DREAMFORCE, 2016, 2012, 2010, **CMO INNOVATION**, 2013,
WORD OF MOUTH MARKETING ASSOCIATION, 2012.

WOMMY, 2016, **SAMMY**, 2012, **TELLY AWARD**, 2011, **100+ ONLINE AWARDS** for websites, communities and campaigns.

EDUCATION AND CERTIFICATION

UNIVERSITY OF CONNECTICUT

M.B.A., Healthcare Management

MIDDLEBURY COLLEGE, B.A.

American History, *cum laude*,
High Honors

HARVARD BUSINESS SCHOOL

Leading Change and Organizational
Renewal

THE TUCK SCHOOL OF BUSINESS

Breakthrough Innovation,
Hypercompetition

“Doug is a brilliant marketer
and motivational leader...
a visionary who inspires his
team to be innovators
in all they do.”

SHELLY GALVIN

Eating Recovery Center
AdvantageCare Physicians,
IntegraMed America, Inc,
Vertrue, Inc