

MICHELLE MUTERT



MichelleMutert.com



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Woodland Park, CO



Results-oriented marketing leader with 20+ years of experience in delivering business and marketing solutions. Equipped with a record of success in B2B, B2B2C, and B2C marketing strategy and execution. Known as a doer, problem solver, and team player who works across teams and functions to create authentic brand experiences.

EXPERTISE

- Growth Marketing
- Strategy & Planning
- Demand Generation & Automation
- Brand Development
- Email Marketing
- A/B Testing
- Positioning & Message Development
- B2B, B2B2C & B2C Marketing
- Cross-team Collaboration
- Financial Management
- Team Management
- Project Management
- Product Marketing
- Client Management
- Campaign Performance Tracking
- Agency Management
- Data Analysis

WORK EXPERIENCE

SENIOR DIRECTOR, MEMBER ENGAGEMENT July 2022 - October 2023

Prescriptive Health, Pharmacy Benefit Management

Served as marketing thought leader on the customer success team. Responsible for driving member engagement strategy and brand positioning to achieve company growth and revenue goals.

ACHIEVEMENTS

- Developed and executed member engagement strategy to increase registration of high prescription utilizers by 40% and 35% overall.
- Reduced client drug spend with increased member utilization of lower cost alternatives and prescription price shopping.

SENIOR DIRECTOR, GROWTH MARKETING April 2017—July 2022

*Transcarent, A Digital Health and Care Platform (acquired BridgeHealth)
BridgeHealth, Value-based Surgery Care Program*

Led strategy, execution, and experiment of all marketing activities to drive activation and utilization of app and care services. Managed and inspired member growth team to develop marketing campaigns to drive awareness, trial, retention, and advocacy.

ACHIEVEMENTS

- Developed and executed go-to-market member engagement strategy for product launches with cross-functional collaboration with product, business intelligence, implementation, and live services teams.
- Accelerated growth by designing, A/B testing, and optimizing multi-channel campaigns that resulted in increased leads, 30% activation, and 15% boost to surgery program utilization.
- Managed brand agency partner and design contractors to deliver dynamic marketing content and campaigns for large employers, health systems, unions, and multi-employer clients.
- Led a team of client marketing managers and marketing automation specialists to drive member activation, app engagement, and care utilization.

EDUCATION & CERTIFICATIONS

DePaul University, Kellstadt Graduate School
Master of Business Administration degree with Distinction

Michigan State University
Bachelor of Arts degree Marketing

Pragmatic Institute
Product Marketing Certification

Hubspot Inbound Marketing
Certification

WORK EXPERIENCE

MARKETING DIRECTOR January 2014—April 2017
WellDyne, Pharmacy Benefit Management

Responsible for leading the team in development of positioning, messaging, and development of multi-channel marketing campaigns. Served as project lead on customer quality council to identify root causes of member issues and drive process improvements.

ACHIEVEMENTS

- Spearheaded UX member portal enhancements, resulting in 3% reduction in customer issues.
- Developed and optimized email marketing campaigns to increase RFP requests for sales team.

ACCOUNT MANAGER December 2012—October 2013
Blue Onion, Marketing Agency

Managed client engagements with an emphasis on strategic vision, driving excellent output, fostering relationships, and improving client P/L. Optimized growth potential for each client and managed resources to achieve margin targets. Managed the agency's two largest accounts: Einstein Noah Restaurant Group and SourceGas.

MARKETING PROGRAM LEAD December 2010—November 2012
Walgreens, Pharmacy Marketing

Led marketing strategy and B2C/B2B activation plans to increase lifetime value of pharmacy patients through medication adherence programs. Developed marketing briefs, marketing mix, and campaigns to drive demand for Walgreens offerings, pharmacy growth, and profit objectives. Conducted creative/message testing to develop effective marketing communications for patient personas. Commissioned marketing research and determined actionable ways to use consumer insights to improve patient experience and retention.

ACHIEVEMENTS

- Developed learning plans to align business and marketing objectives with campaign measurement.
- Consistently achieved targeted ROI of 8 to 10% on direct marketing campaigns.

MARKETING & BUSINESS DEVELOPMENT DIRECTOR March 2003—September 2009
Magnani Continuum Marketing, Marketing Agency

Managed agency's marketing and business development efforts; served as account supervisor for client strategic planning and execution of brand and marketing communications for the agency and its clients.

ACHIEVEMENTS

- Increased new business revenue by 10% annually for five consecutive years.
- Led the pitch team with a win rate of 70%.



TOGETHER EVERYONE ACHIEVES MORE

MICHELLE MUTERT

Thank you for your leadership, mentorship, and trust.
YOU ALWAYS MADE THE RIGHT CALL.
More than anything, thanks for being an awesome person.

-Andrew Whelan

Michelle has been a fantastic manager—she asks all the right questions,
CARES ABOUT THE PROCESSES

and getting to the final goal. She always strives to push our department to be doing the best marketing possible for us to be successful.

-Lisa Sharkey

YOU ARE THE PAPERCLIP TO SO MANY.

Holding so many pieces and people together, while supporting each and every one of us. Your expertise in marketing and being a true leader is what brought us to where we are today.

-Agnes Davis

I appreciate your willingness to share your
WEALTH OF MARKETING KNOWLEDGE with me. You've been such a great boss. They are lucky to steal such a great talent.

-Denise Berger

I could always count on Michelle to quickly understand business needs and identify next steps, which is admirable in a fast-paced, entrepreneurial environment. Michelle has a

GREAT SENSE OF HUMOR that helps ease tensions in the workplace.

-Laura Casanova

WE'RE ALL SO LUCKY TO HAVE BEEN ABLE TO WORK WITH YOU.

Thank you for always giving such a tremendous effort, commitment, and leadership to our goals and weaving our way through it all!

-Bill Bauer

Michelle is a brilliant and strategic marketing leader – developing teams and programs that drive significant business growth. She knows how to deliver the type of results that matter to the bottom line –

IN PEOPLE AND IN PROFIT.

-Christine Bailey

You've taught me so much – about marketing, our clients, and leadership. It still baffles my mind to think how you were doing all of this by yourself.

YOU BUILT THIS TEAM.
Your contribution and value are immeasurable.

-Marin Hoffman

I'VE BEEN BLESSED TO WORK WITH AND LEARN FROM SOME OF THE MOST EXCEPTIONAL TEAM MEMBERS.

MICHELLE MUTERT