

# Anna Menyhart-Borroni

Marketing leader with over 15 years of experience in consistently creating and launching key initiatives that increase brand awareness and product sales.

Phone: **501-766-2662**

Address: **216 San Ramon Way  
Novato, CA 94945**

Email: [anna@menyhartconsulting.com](mailto:anna@menyhartconsulting.com)

## \* EXPERIENCE

*Jan 2019 -  
Present*

### Subtle Medical, Inc. Head of Global Marketing

(Subtle Medical: AI SAAS for faster medical imaging. Stanford StartX company)

- Developed and executed a global marketing strategy that accelerated revenue from <\$1M in 2020 to an estimated \$13M in 2025, driving product adoption and international expansion into 16+ countries.
- Spearheaded highly customized, region-specific campaigns and tailored go-to-market strategies that accounted for diverse regulatory, cultural, and competitive landscapes with marketing consistently generating 30% of all deals annually.
- Drove go-to-market strategy for multiple successful product launches, including SubtlePET (2019), SubtleMR (2020), SubtleSYNTH (2024), and the groundbreaking Subtle-ELITE package with SubtleHD (2025).
- Implemented high-impact demand generation campaigns and KOL engagement that helped double revenue from \$3M to \$6M in one year.
- Established Subtle as a dominant voice in radiology AI, earning CB Insights AI 100/150 recognition, multiple Aunt Minnies Award nominations, and securing strategic partnerships.
- Played key role in business development efforts, driving strategic product collaborations and partnerships with leading pharma players like Bracco, Bayer, and Telix.
- Expanded presence at global radiology conferences (RSNA, ECR, SNMMI), driving high-value engagements and accelerating pipeline growth.
- Pivoted marketing strategy during the pandemic to digital-first campaigns, ensuring continued traction despite industry-wide disruptions.
- Created persona-driven account based marketing and sales enablement programs that accelerated adoption across key customer profiles, including imaging enterprises, hospital networks, and private practices worldwide.
- Managed \$1,000,000 budget and multi-employee marketing department.

*March, 2017 to  
July, 2018*

### NimbleRx Marketing Manager

(NimbleRX: First delivery pharmacy. Backed by YC)

- First marketing hire. Led both B2B and B2C growth initiatives
- Managed tactical execution of Nimble's biggest product launch-the Pharmacy Station-first ever pharmacy kiosk check-out in a MD's office and scaled it to over 150 offices
- Launched our NPS (Net Promoter Score) initiative and worked closely with Product and Ops to optimize internal processes & workflows. Took our NPS from a 21 to a 42 in six months
- Worked with customers on new product launches and beta testing
- Created content strategy & design for all weekly consumer and physician email campaigns and social media
- Built all sales training content & executed our first sales training program
- Created key messaging, content & design for all company marketing materials and sales

*March, 2015 -  
Feb, 2017*

## Zenefits, Inc. (Acquired by TriNet)

### Manager of Business Development

(Zenefits: HR & Health Benefits SAAS. Backed by YC/Andreessen Horowitz)

June, 2016 - Feb, 2017

Promoted to Manager of Business Development (US)

- Identified, created, and expanded strategic/executive relationships with key insurance carrier partners; garnered executive and operations sponsorship across key initiatives
- Articulated Zenefits' value proposition around exchange innovation, customer experience, and technology
- Researched, analyzed, and evaluated the landscape for potential new products/partnerships, leveraged partner expertise, and ensured appropriate internal and external prioritization for all relevant parties
- Developed cross-sell and ancillary revenue opportunities

March, 2015 - June, 2016

Account Manager

- Ranked #1 out of 47 in Presidents Club (2015)
- Voted #1 Account Manager by Sales Team and acknowledged by CEO at company-wide All Hands for being the AM who "goes above and beyond AM role to ensure longevity and success of clients"
- Consistently received high NPS scores, including several perfect 10's
- Served as a trusted advisor on health insurance, compliance, ACA, and HR needs for both small and large group clients (30 to 600+ employees)
- Member of the SME (Subject Matter Expert) Team: Work cross-functionally with product managers and engineers to improve FSA, HSA, HRA

*June, 2014 to  
Sept, 2014*

## Pelvalon, Inc. (Acquired by Laborie Medical Technologies)

### Market Development Manager

- First marketing hire
- Lead business development efforts at global conferences with local and international physicians to create awareness and foster interest around Pelvalon and the new VBC System
- Developed KOL's and other champions of the VBC System in order to prepare for product launch and begin establishing the market
- Lead creation and management of marketing materials, press releases, PR efforts, new study name and logo, and patient recruitment strategies, as well as trademark attorney and branding agency partnerships
- Managed the layout, design, and content for the Pelvalon website and Social Media campaign

*Feb, 2012 to Feb,  
2014*

## American Medical Systems (Acquired by Boston Scientific)

### Market Development Manager

- Created and implemented marketing plans for hospitals, academic institutions, and MD's to increase awareness of AMS Men's and Women's Pelvic Health business units in alignment with Sales goals
- Exceeded MBO's educating 1340 patients, 130 physicians, and developing 12 new Patient Advocates in 2013
- Managed KOL's and develop customized marketing plans
- Drove "Physician Health Talk" initiatives and other peer-to-peer opportunities to increase referral patterns
- Created training content and "Patient Advocate Roadmaps" utilized by entire Sales Force and Marketing Development Team
- Selected as Field Liaison on the Corporate Marketing Task Force in order bring cohesion

between Sales Territory Managers, Regional Managers, MDMs, and our Corporate Marketing Department

*Nov, 2010 to Jan,  
2012*

## Care Fusion, Inc. (Acquired by Cardinal Health)

### Hospital Device Territory Sales Manager (CA & NV)

- Responsible for building strategic business plan for Infusion Disposables line to achieve annual goal of \$1.2 million
- Assisted in closing Kaiser Permanente Hospital System; \$800k in first 6 months of hire, May 2011
- Grew new business by \$1.4 million in first year, October 2011
- Assisted marketing in developing competitive tools for sales force

*April, 2008 to  
Nov, 2010*

## Sanofi

### Pharmaceutical Sales Representative (CA)

- Focused on multiple Cardiovascular products (Plavix, Avapro, Avalide, etc.)
- Volume Growth Ranking: 1 out of 46 (Area) (Q1, 2010)
- Winner of Plavix Impact Best Practice Contest (Out of 46) (Oct. 2010)
- US Sales Champion Ranking: 3 out of 46 YTD (Area, 2009)
- US Sales Champion Ranking: 6 out of 38 YTD (Area, 2008)

## \* EDUCATION

*July, 2007 to Dec,  
2007*

## University of Arkansas

### Graduate Certificate in Business Management

Cumulative GPA: 3.8

*Aug, 2002 to  
Dec, 2005*

## University of Arkansas

### Bachelor of Arts Degree in Journalism; Emphasis in Advertising & Public Relations

Minor in Marketing

Cumulative GPA: 3.6