

# Anna Menyhart-Borrioni

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

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## Experience

### Subtle Medical, Inc.

JULY 2018 - PRESENT

Head of Marketing

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

- First Marketing hire
- Manages a marketing department of three + 3 external SDR's (sales development representatives)
- Manages a marketing budget of \$1,000,000
- Developed marketing programs to drive our AI SAAS adoption from \$0 to \$20,000,000 in revenue in 3 years
- Developed and launched Go-to-Market plans for two FDA/CE product clearances and a third pending
- Consistently generated 35%+ of ARR every year from marketing lead gen initiatives
- Responsible for all marketing functions: Upstream, downstream, digital (website, SEO, social media), lead generation (email, advertising, SDR's, webinars), brand development, PR/corporate communications, sales enablement, field marketing (conferences & field events), and more
- Own global expansion strategy, partner co-marketing initiatives, and worldwide KOL development
- Launched "Subtle Insights" quarterly webinar series with 30% attendee growth QOQ, NPS, Referral/Reference Program, and more new initiatives to drive new business and establish Subtle Medical as a global leader in the Healthcare AI space.

### NimbleRx

MARCH, 2017 TO JULY, 2018

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 collateral

### Zenefits, Inc. (Acquired by TriNet)

MARCH, 2015 - FEB, 2017

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

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

JUNE, 2014 TO SEPT, 2014

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

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## **American Medical Systems (Acquired by Boston Scientific)**

FEB, 2012 TO FEB, 2014

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

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

NOV, 2010 TO JAN, 2012

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

## Sanofi

APRIL, 2008 TO NOV, 2010

### 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)
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## Education

### University of Arkansas

JULY, 2007 TO DEC, 2007

Graduate Certificate in Business Management

Cumulative GPA: 3.8

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### University of Arkansas

AUG, 2002 TO DEC, 2005

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

Minor in Marketing

Cumulative GPA: 3.6

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