



HEATHER SEXTON

Agile marketing executive with more than 20 years of experience I lead with innovation and curiosity to understand customers, solve problems and strengthen relationships. I focus on creating fact-based, results-oriented go-to-market efforts that are designed to drive growth. I'm at my best when solving complex problems, connecting dots, and helping bold ideas get off the ground. I challenge and empower marketing teams to do their best every day and never be afraid to take chances. My goal is to deliver outstanding marketing experiences for both external audiences and internal stakeholders. Marketing with bite.

Expertise

Marketing strategy | Creating meaningful connections | Campaign development & execution | Client retention | NPS improvement | Event management | Fostering employee growth and development

Work History / Accomplishments

August 2024 – Present

Vice President, Strategic Account Marketing & Market Engagement, Optum

Lead the strategy and execution of all go to market initiatives for health plan sector. Guide a diverse team of integrated marketers, creatives, brand strategists, social media experts, and strategic project managers. Drive innovative, multi-channel digital-first campaigns, bring experiential and event strategies to life, and deepen client relationships to drive growth.

- Drive market awareness of Optum as an established leader in healthcare
- Lead team responsible for >\$1B marketing driven pipeline attribution annually
- Manage a highly effective, productive, and engaged team of diverse marketers responsible for multiple market verticals
- Utilize market trends, buyer personas and journeys, the competitive landscape, and key differentiators to inform long-term positioning and marketing strategy
- Ensure that marketing-driven pipeline and revenue goals between marketing and sales are consistently exceeded
- Foster strong cross-functional partnerships across Sales and Product teams
- Create, maintain, and optimize annual marketing plan that includes a comprehensive set of targets, programs, budgets, staff and KPIs

- Clearly communicate to stakeholders and executive leadership progress on initiatives and goals, especially as it relates to tracking pipeline and revenue growth and ever-deepening customer engagement
- Created health plan client councils as think tank platform to collaborate with key clients. Achieved \$400M+ direct impact marketing attribution and strengthened growth relationships with highly engaged C & SVP-level attendees.
- Led marketing crisis communications and client response activities during the Change Health Care cyber-attack. Served as primary marketing POC for internal growth teams and executed ongoing client communication plans and outreach.
- Developed reputational rebuild campaign to repair client trust, rebuild health plan relationships and reposition Optum as a leader in healthcare innovation and technology.
- Nominated for Orion - a meaningful acknowledgement by Optum Growth Office partners for transformative work and impact

2021-2024

Optum, Senior Marketing Director

Successfully served as team leader within healthcare marketing. Created go-to-market strategy and campaign direction for multiple healthcare verticals. Lead a high-performing team of marketers with roles and responsibilities spanning event management, thought leadership creation, account-based marketing, creative services and data and analytics performance.

2015-2021

Optum – Director, Integrated Marketing

Designed and executed successful complex, multi-channel integrated marketing campaigns and lead gen programs. Measured and verified campaign success and ROI through robust analytics reporting. Broad channel experience included social media, web, blogs, podcasts, SEO, email, advertising (digital, broadcast & print), paid search, webinars, sponsorship activations, industry events, etc.

2006-2015

TE Connectivity (ADC Telecommunications) – Channel Marketing Manager

Developed and implemented brand strategies, marketing programs and strategic campaigns to meet business growth and profit objectives | Built communications, programs and incentive strategies for channel program | Produced collateral materials, advertising, & PR highlighting program | Analyzed sales campaigns, ran reports, managed content and tracked ROI on specific campaigns. Managed the 500+ member Value-added Reseller (VAR) program | Created & maintained partner contracts, coordinate certification training process, quarterly rebate calculation & distribution and warranty requests | Managed partner performance levels and communications to VARs | Developed & implemented multiple key processes for program automation

Education

Florida Atlantic University – Marketing