



Judith S. Willis " Judy"

Fractional Chief Marketing Officer & CRO/ Serial Entrepreneur/
Strategy Guru/ Speaker of Truth/ Dog Lover / Gourmet Cook

✔ Living Life Without An Instruction Manual

Experience

- Solving Business Growth Challenges for over 25 years
- Driving revenue through innovative marketing and sales strategies
- Leading and growing high performance teams
- Combining the art and science of marketing to transform brands

Healthcare Clients

- United Healthcare
- Johnson & Johnson
- Proctor & Gamble
- American Red Cross
- Bayer
- PMD Healthcare
- Dayton's Children's Hospital
- SMARTCharts
- STATCOM
- and many others

Contact Information

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Education

University of Connecticut
Storrs, CT - **MBA Marketing**

Mount Holyoke College
South Hadley, MA -
BS Biology/Pre-Med

I am a proven Fractional CMO/CRO who has spent the last 25 years perfecting my talents. I am a serial entrepreneur who has founded and grown several marketing and branding agencies, and I have also worked on the client side of several large corporations so I understand the dynamics of both sides of the table.

I have a passion for healthcare and technology and enjoy serving as a trusted advisor to executives in both B2B and B2C organizations. I have worked for hundreds of companies thus far in my career, but my sweet spot is start-ups and small to medium size businesses (SMBs).

My list of competencies are long and varied but all focus on achieving excellence for my clients, encouraging excellence with my teams and delivering successful outcomes for all.

I earned my MBA in Marketing at the University of Connecticut and my BS in Biology/Pre-Med at Mount Holyoke College.

When not working I immerse myself in reading, fine arts, gardening, cooking, music of all genres, personal fitness, scuba diving, flea markets, furniture refinishing/upscaling and spending time on the water. I enjoy constantly learning new things and searching out new adventures.

I live in the Western North Carolina mountains just outside of Asheville with my chef husband, Jerry Smith, and my German Shepherd Dog, Zena.

I enjoy new challenges and hope you will reach out to me if you need my support and talents.