

# Sabrina Ruelle

TRANSFORMATIONAL MARKETING EXECUTIVE IN GREATER BOSTON

Phone: 774-200-6858 Email: [sabrina.m.ruelle@gmail.com](mailto:sabrina.m.ruelle@gmail.com)  [www.linkedin.com/in/sabrina-ruelle](http://www.linkedin.com/in/sabrina-ruelle)

## Transform Your Marketing with Strategic Vision, Creativity, & Hands-On Execution

Are you looking for a marketing leader who can craft visionary strategies AND roll up their sleeves to execute with precision? Look no further—I'm Sabrina Ruelle, a transformational marketing executive who leads with a rare blend of strategic vision, data, creative design & messaging expertise, and hands-on execution skill.

With a Master's & 15+ years of experience scaling and boosting recognition & ROI for transitioning or high-growth health companies, I've honed effective strategies and innovative tactics that deliver stellar results...

## TOP 3 ACHIEVEMENTS

- Spearheaded post-acquisition GTM rebrand and digital growth strategy that grew a stalled HealthTech startup from \$1M to \$20M (1,469% annual revenue growth).
- Leading AI/SaaS product launch & vertical market expansion for public \$240M company. (Ground up execution).
- Branding & repositioning a seed-to-series A AI health tech startup. Facilitating new GTM strategies & messaging to support market entry & demand generation. Brought \$1.45M ARR in year 1 with projected growth to \$15M by EoY 2.

## Where I Excel...

- Brand Growth, Positioning, & Development
- Team Leadership & Executive Counseling
- Budgets, Investments, & Performance
- Increasing Demand Generation
- Multi-channel Growth Strategies
- Storytelling, Content Development, & Sales Support
- Go-to-Market & Account Based Marketing
- Nurturing Key Partnerships (internal/external)
- Campaigns for Revenue & Growth Optimization
- Informed/Analytic Targeting: Data & Market Backed

## Executive Director (VP) of Marketing & Growth

Caret Health (November 2023-March 2025)

Led GTM, digital strategy, & brand build for rapidly growing AI-enabled/data-focused health tech start-up.

Entrusted with shaping identity & spearheading innovative marketing initiatives to support adoption & growth.

**Transformed Go-to-Market Approach:** repositioned strategy & messaging from ground level to establish Caret as a leader in the growing \$4B value-based care market, driving brand/product growth/recognition & demand generation through lead acquisition/nurturing.

**Led Brand Development & Positioning:** Built cohesive brand identity & positioning from ground level. Performed comprehensive market & consumer analysis to better understand 'what problem we solve' & improve ICP targeting.

**Trusted C-Suite Advisement:** Drove alignment to merge creative vision with organizational goals > implemented processes and systems to scale marketing & sales support processes, budget, & staffing effectively.

**Demand & Revenue Growth:** Built new data-driven demand generation/pipeline growth strategy that drove approx. \$1.45M baseline Annual Recurring Revenue (ARR) in year 1; Projected pipeline of \$10-15M ARR by EOY 2.

**Enhanced Digital Presence:** Implemented new digital marketing that elevated visibility and engagement. (Website, paid, SEO, social channels, & email) **Ex.** Built out cold to warm email campaigns with 40-50% cold OR success & >80% warm integrating custom landing pages to drive initial calls.

**Content Development:** Defined & researched ICP (ideal customer profile). Optimized messaging. Then created high-impact campaigns & collateral/thought leadership content to support pipeline growth. **I bring years of expert copy writing & design skill limiting need for contactors and ensuring a BIG impact even when resources are limited.**

**ABM Partnership Development:** Implemented Accounts Based Marketing approach to attract and nurture leads more cost effectively. Ex. Delivered custom decks & strategy coaching for key clients (Centene, Cibolo, Choice Medical Group, Bassett Health.)

**People Leadership, Collaboration, & Vendor Management:** Partnered with Product, Sales, Customer Success, & Clinical to align marketing strategies with company goals. Managed small team of 2 plus vendors/freelancers.

**Research & Data-Driven Refinement:** Leveraged analytic tools to enhance sales & product support. Tracking KPIs & campaign performance & improve ROI to optimize marketing spend.

## Senior Director Marketing & Communications

Semler Scientific - Insulin Insights (November 2022-October 2023)

**Entrusted by \$240M public company to lead marketing growth & brand strategy for new vertical market product launch of an AI /SaaS insulin management solution.**

**Vertical Market/Product Launch:** Directed marketing efforts for new division & it's 1st product launch. positioning Insulin Insights as a player in chronic care and the \$24B diabetes care market. Positioning around measurable outcomes such as ROI, time saved, hospitalization & ER visit reduction, improvement in care quality.

**Strategic Market Expansion:** Drove adoption across private practices, hospitals, long-term care, and skilled nursing facilities. Helped facilitate integration with PointClickCare (EHR) to scale reach and improve utilization.

**Drove Client Acquisition through Strategic Demand Generation:** Delivered personalized high-impact campaigns to attract and nurture leads throughout the funnel. Automating & integrating with CRM (hubspot/salesforce) where possible. Used this data to inform decision making.

**Built and Scaled Inbound Lead Generation:** Worked with BD, Product, & Sales to define ICP and MQL /SQL creating a clear pipeline protocol with room to adapt market strategy & scale lead generation through discovery & A/B testing.

**Redesigned Brand Identity:** Created a cohesive new aesthetic with assets and new messaging framework. Led copy and design initiatives.

**Data-Driven Marketing:** Designed KPI-aligned marketing plan, leveraging performance insights to refine strategies and ensure ROI-driven execution. New digital marketing strategy led to company exceeding 10k \*quality\* Followers on LinkedIn.

## VP of Marketing and Communications

Sanuwave Health (April 2019 - November 2022)

**Built and scaled marketing from the ground up. Led transformative rebrand & multiple product launches post-acquisition for rapidly growing MedTech company. Entrusted with executive-level decision-making to drive brand transformation, revenue growth, and market expansion. Scaled team & budget from zero to thriving.**

**Strategic Rebranding & Revenue Growth:** Directed rebrand/re-positioning following product acquisition, driving a 1,469% revenue increase from \$1.3M to \$20.4M.

**Market Share Growth:** Achieved double-digit market share growth through new content creation combined with digital, demand gen & ABM strategies.

**Brand Recognition:** Led major rebrand post-acquisition/ new product merger - bolstered industry credibility, accelerated demand, and drove revenue.

**Marketing Budget Transformation:** Scaled marketing from a constrained operation to a multi-million-dollar, ROI-driven function, saving \$800K annually through in-house restructuring.

**Vertical Market Expansion:** Launched entry into sports medicine; led major collaboration with boxer Deontay Wilder, reaching 2.7M viewers on social media and near 10M in publicized PPV event.

**Global Market Expansion:** Managed multi-country campaigns across North America & Europe,

**Team Leadership:** Built scaled multi-million-dollar budget and marketing/sales support team

**Digital Presence:** Significantly increased engagement and visibility with new digital strategy (website, SEO, social media, paid ads, & email campaigns.)

**Event & Influencer Strategy:** Developed ROI-focused comprehensive event strategy. Built out Key Opinion Leader (KOL) program.

**Customer & Product Success:** Developed a deep understanding of product and customer success to scale product adoption and drive new revenue potential including new ARR opportunities.

## Senior Business Manager - Marketing & Communications

American Renal Associates (January 2013 - March 2019)

**Played an instrumental role during a transformative period of rapid growth and NASDAQ uplisting, driving cohesive national messaging and brand alignment to strengthen the company's approach and competitive edge.**

**Internal Impact:** Spearheaded national messaging across 247 clinics, serving over 17,300 patients, and led corporate communications for a workforce of 150+ employees.

**Brand & Messaging:** Ensured consistent internal brand voice, supporting organizational alignment during the NASDAQ uplisting and periods of expansion.

**Market Insight, payor knowledge, & Clinical Expertise:** As a unique MCR qualifier messaging around ESRD required marketers to be proficient in provider and payor messaging. I helped translate these insights into actionable marketing strategies that improved engagement, strengthened physician collaboration, and supported business growth.

**Brand Alignment & Content Creation::** Supported brand development and messaging to engage both B2B and B2C audiences.

**National Presence:** Traveled extensively across the U.S., engaging patients, caregivers, and providers to gather feedback, testimonials and perspective to support messaging.

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### BOARD EXPERIENCE

For Profit

**2020 - 2022** SANUWAVE

**Non-voting Secretary**

Non-Profit

**2021 - 2024** Embrace Her Legacy - Nonprofit

**Board Member**

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### EDUCATION

**Master's Degree** Boston University

Business Marketing

**Bachelor's Degree** Salem State University

Fine Arts/Design