



Jocelyn Lincoln

Chief Marketing Officer

About Jocelyn Lincoln

Jocelyn Lincoln partners with CEOs and leadership teams in healthcare, education, and professional services to accelerate growth when markets shift, teams misalign, or complexity threatens momentum. She is most often brought in during pivotal moments when organizations need clarity, alignment, and disciplined execution to move forward with confidence.

A growth-focused marketing executive with more than 25 years of leadership experience, Jocelyn has a proven track record of aligning strategy, brand, talent, and technology to drive measurable business results. She reframes marketing as a core growth engine while leveraging customer insight, data, and analytics to improve ROI, reduce customer acquisition costs, strengthen revenue contribution, and increase customer lifetime value.

How Jocelyn has Helped Businesses Grow

- Delivered a 40% increase in candidate volume, a 32% lift in organic traffic, and a double-digit rise in social engagement leading a comprehensive digital and brand transformation to modernize the enterprise and improve access to care and talent at BAYADA Home Health Care.
- Unified brand and candidate experience across 300 offices partnering with HR, IT, and Clinical Operations. Restructured Marketing division to support practices within organization including creation of Public Relations and Communications capabilities. BAYADA's Creative Services team secured 9 Hermes Creative Awards for diversity, equity and inclusion campaigns, video storytelling, and social engagement.
- Led Talent Experience at Kelly which included the launch of the Equity at Work platform and the Kelly 33 inclusive hiring initiative at Kelly Services. Launched the Higher Education service line that included career services management and adjunct faculty placement.
- Drove a 150% YoY increase in candidate applications while reducing cost-per-apply by 30%. Built scalable talent marketing infrastructure generating 600K candidate leads per year.
- Led Growth Marketing for Kelly's Americas business units which delivered 70% of global revenue across the enterprise.

Executive Experience

- Chief Marketing Officer, BAYADA Home Health Care
- Chief Talent Officer & Head of Global Business Planning, Kelly Services
- Vice President, Go-to-Market Strategy & Planning, Kelly Services
- Vice President, Talent Supply Chain Center of Excellence & Recruitment Marketing, Kelly Services
- Senior Director, Americas Marketing, Kelly Services

Expertise

Industry Experience

- Healthcare
- Professional Services
- Education
- Non Profits
- Manufacturing/Industrial
- Financial Services

Specialties

- Demand Generation
- Market/Consumer Insight
- Go-to-Market Strategy
- Brand Refresh
- Performance Marketing
- Positioning & Messaging
- Digital Transformation

Education

- MBA, Marketing, University of Detroit Mercy
- BBA, Bachelor of Arts, Michigan State University

Contact Information

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