



Carol Franczek

CMO

About Carol Franczek

A pragmatic innovator adept at working with leaders in fast-paced entrepreneurial and established businesses, Carol ignites brands by building successful and differentiated marketing programs based on deep customer, market and business insights. Solution focused, she has a unique ability to align and energize varied constituencies to deliver strong and positive outcomes. Carol's achievements span both consumer and business-to-business markets across healthcare, consumer package goods, and analytics industries.

How Carol has Helped Businesses Grow

- Launched a new type of immediate care office for a large health system that generated a 47% increase in new patient business, including adding 500 new patients in the first 6 months through end-to-end marketing, site design, web, advanced search, and social/CRM messaging.
- Built a marketing foundational plan for a low voltage cabling company including a new brand logo, and positioning. Worked closely with operations and sales to build out a compelling message and targeted marketing program. Within two years, the plan delivered – with three times revenue achieved and growing.
- Built out de novo playbooks for health care clinics to quickly scale in response to PE investments. Developed a segmentation strategy and a 7 point marketing plan to more effectively allocate marketing dollars and drive new patient volume.
- Based on patient insight, directed a marketing program for a PE backed portfolio company with new creative and media place all within 6 weeks. The program is driving significant new traffic and appointments.
- Developed a go-to-market strategy for an international nurse direct hire firm. Repositioned messaging to respond to market changes and built out an effective event and speaking engagement program to reach their target.
- Delivered a 6% CAGR over 4 years behind a new strategic brand platform at NorthShore University Health System. Drove 12-pt increase in awareness and 10-pt in consideration.
- Spearheaded a 12% annual growth rate in Orthopedic services and launched the Orthopedic & Spine Institute through new positioning, and broad-based media programming.
- Led the development and launch of a new product line forecast at \$50 million in sales. Streamlined workflows across R&D, Operations, Marketing, and Sales that led to products at retail in record time.
- Achieved \$20 million improvement in bottom-line patient revenue by reducing leakage to other systems.

Expertise

Industry Experience

- Healthcare
- Professional Services
- Consumer
- Consumer Goods
- Consumer Packaged Goods
- Health and Wellness
- Syndicated Research Services

Specialties

- Brand Strategy/Refresh
- Go-to-Market Strategy
- Product Innovation
- Messaging

Education

- MBA, Columbia Business School
- MPH, Columbia University
- BA, Psychology, University of Rochester

Contact Information

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How Carol has Helped Businesses Grow (cont.)

- Built a national reputation in personalized medicine based on elevating care practices through integration of DNA testing into daily physician routines. This new standard-- Advanced Primary Care, was highlighted in The New York Times, The Washington Post, and The Wall Street Journal and led to primary care patient growth.
- Drove 300% increase in high quality press placements. Grew web traffic to 24 million from 4 million visitors per year while increasing Facebook followers to 117,000 from 34,000.
- Developed foundational research for a 250-office PE backed Pediatric Practice with multiple brands in five states that reframed focus and drove new strategies and plans to reverse patient decline. Worked with operational teams to align around a set standard to deliver a consistent superior patient experience. Built out new positioning, strategy, programs and creative to own a unique position in the market.

Executive Experience

- CEO, Out-Wit, LLC
- SVP Marketing and Corporate Communications, NorthShore University HealthSystem
- VP, Absolutdata
- President, Innovature Partners
- VP Market Development and Business Development, Comscore
- EVP, Marketing Intelligence Services, Paragren Technologies
- EVP Regional Manager for Client Service, Analytics & Testing, Information Resources
- Group brand manager, Kraft/Heinz

Clients Served

- Lean Startup Co. (Professional Services)
- ActivePure (Industrial Products)
- Matrix-NDI (Digital Infrastructure)
- Action Benefits (Healthcare Services)
- PRS Global (Direct international medical consulting)
- Pediatric Associates (A TPG PE portfolio company)
- Commonwealth Pain & Spine (an AEA PE portfolio company)