



Denise Steinbring

Partner, Chief Marketing Officer & Chief Learning Officer

About Denise Steinbring

A results-oriented senior executive business leader with a proven track record of success in companies of all sizes, Denise builds winning go-to-market capabilities and customer experiences that drive growth. With a personal commitment to serving others as a multiplier, she accelerates organizational outcomes by simplifying complexity, building relationships, ensuring alignment with key stakeholders, and fostering a hyper-vigilant culture of customer-centricity.

As Chief Learning Officer at Chief Outsiders, Denise leads the firm's commitment to "Learning From Each Other," cultivating a high-performing culture where best practices are continuously shared and scaled. Her passion for lifelong learning is rooted in a 30-year healthcare career leading medical education, global sales enablement, and simulation-based learning—including the development of three international sim labs and programs that have improved patient outcomes and reduced costs. She has spearheaded initiatives addressing complex patient issues and AR/VR-driven product training and now brings that same depth to empowering CXOs and clients alike to unlock their full potential through peer-to-peer learning.

How Denise has Helped Businesses Grow

Denise brings a rare blend of strategic clarity and operational rigor to healthcare organizations navigating complexity, disruption, and growth inflection points. Whether stabilizing a struggling business or scaling a high-potential platform, she helps CEOs unlock value by building market-aligned go-to-market systems, energizing sales teams, and creating commercial leverage across the enterprise.

- **Early-stage growth catalyst:** At a medical device start-up, Denise laid the foundation for scale—establishing core systems, contracts, and GTM infrastructure while securing a strategic investment advisory firm to assist with a \$2M capital raise. She touched every function to operationalize growth from the ground up.
- **Building the marketing foundation for scale:** 3 month project for a healthcare technology innovator clarify its brand positioning, align stakeholder messaging, and implement foundational marketing systems—including demand generation, CRM optimization, and sales/marketing enablement. The result: a scalable go-to-market engine built to support enterprise growth and commercial execution for their newly hired commercial leaders.
- **Delivering growth in crisis:** During COVID, she outperformed industry headwinds—growing U.S. revenues by 12.4% and global revenue by 10.8% at Cantel Medical—by instilling commercial discipline, optimizing field training, and aligning sales around high-impact behaviors.

Expertise

Industry Experience

- Healthcare
- Professional Services
- Technology

Specialties

- Market Penetration & Growth
- Go-to-Market Strategy
- Positioning & Messaging
- Digital Marketing
- Market/Consumer Insights

Education

- Certificate, Digital Transformation: Platform Strategies for Success, MIT Sloan Executive Education
- MBA, Pepperdine Graziadio Business School
- BA, Psychology, Minor in Management, UC Irvine

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How Denise has Helped Businesses Grow (cont.)

- **Reviving underperformers:** At Medtronic, Denise led a turnaround of a stagnant business targeting non-insulin Type 2 diabetes patients. Starting from just \$10M in revenue, she built a path to \$65M over four years through a reinvention of the commercial strategy and novel portfolio roadmap.
- **Accelerating global expansion:** As Global Marketing leader for a \$278M capital & disposables business, she drove an 87% revenue increase and expanded internationally while simultaneously exceeding EBITDA targets in core product lines.
- **Maximizing enterprise value:** On the post-merger integration team for Medtronic and Covidien, she developed a \$250M capital equipment service strategy—extending lifecycle value and driving high-margin revenue growth.
- **Operational excellence with customer impact:** She launched Service-Max to drive 14 consecutive quarters of incremental service revenue with an NPS of 73%, enhancing CRM visibility and improving contract renewals.
- **Strategic product innovation and pricing:** Denise achieved a 5% global share gain and 7.7% margin lift by launching new products and deploying pricing strategies in a highly commoditized market.
- **Crisis leadership under pressure:** When an earthquake halted a competitor's manufacturing, she led a rapid-response "war room" that secured supply, stabilized customer relationships, and delivered \$26M above plan in a single quarter.

Executive Experience

- Chief Marketing Officer, Starkey Hearing
- Vice President Of Strategic Marketing, Steris
- VP, Strategic Marketing, Cantel Medical / Medivators
- Sr. Director of Global Marketing, Medtronic, plc, Diabetes Group
- Sr. Director of Global Marketing, Medical Education and Service, Medtronic, plc, Coronary Structural Heart
- Director of Global Marketing and Medical Education, Perfusion, Blood Management, Medtronic, plc, Coronary Structural Heart
- Director of Global Marketing, ACIST Medical Solutions

Clients Served

- Medtronic (Medical Device)
- Advanced Diabetes Supply (DME Supplier)
- Biomed Simulation (Medical Device)
- The Nearshore Company (Manufacturing)
- nuCARE Medical Solutions (Healthcare Services)
- Carebox Healthcare Solutions (Life Sciences)