



Denise Steinbring

CMO

About Denise

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. With strong strategic, managerial, and leadership experience, Denise successfully leverages market insights, tools, and data/analytics to drive competitive differentiation and to enable sales teams to deliver.

How Denise has Helped Businesses Grow

- Exceeded global annual revenue by 10.8% and US annual revenue by 12.4% at Cantel Medical in a COVID-impacted year when procedure volumes were down by establishing commercial operating mechanisms with the sales teams and focusing on training.
- Led turn-around strategy for failing 4-year-old business at Medtronic focused on Type 2 non-insulin diabetes patients. 4 year revenue target was \$65M (business was at \$10M).
- Grew revenue by 87% and expanded portfolio internationally while leading Global Marketing for Medtronic Coronary Structural Heart. Core business exceeded historic revenue and EBITDA objectives.
- Led the enterprise commercial strategy for capital equipment Service & Repair on the integration team for Medtronic/Covidien, a \$250M revenue source.
- Drove Service incremental revenue 14 quarters in a row with an NPS of 73% launching Service-Max to drive improved CRM and visibility to contracts needing renewal.
- Drove share gains of 5% and margin improvement of 7.7% globally in a highly price-sensitive market by launching several new hardware and disposable products and by leveraging strategic pricing strategies.
- Exceeded plan by \$26 million in a crisis by organizing a cross functional war room to ensure product supply following an earthquake which shut down manufacturing of largest competitor.

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

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

Contact Information

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