



# Gokce Sezgin

Chief Marketing Officer

## About Gokce Sezgin

A senior, growth-focused member of leadership teams, Gokce shapes and directs strategic launch and growth initiatives. With expertise spanning innovation, product and portfolio management, marketing activation, PR, and communications, she focuses on customer acquisition, retention and growth. Conducting in-depth consumer and market research, Gokce stays ahead of changing consumer behaviors and evolving healthcare trends to inform GTM strategy. Fostering a culture of collaboration and trust, she scales market presence while maintaining a consumer-first approach.

## How Gokce has Helped Businesses Grow

- Achieved 80% volume growth at digital health spin-off creating and leading an integrated patient acquisition model for lead generation and nurturing. Created a seamless patient journey focused on conversion.
- Met key growth goals and improved CAC and LTV by developing and executing targeted campaigns across digital channels. Drove a full brand-ID refresh, including new business name at PE-backed hybrid behavioral health (SUD care) business.
- Drove increased engagement and organic growth leading brand transformation and customer experience strategy at PE-backed multi-site national lab network.
- Led successful launch of a master brand into a new mass-market channel, expanding brand reach and driving a major shift in cookware manufacturer's channel strategy.
- Established a high-performance marketing function from scratch and nourished two brands into healthy and strong consumer brands at fast growing kitchenware company.
- Contributed \$30 million revenue by launching two new products at global conglomerate focused on consumer healthcare and health tech.

## Executive Experience

- Growth Strategist and Owner, Insight 2 Flight (Growth consulting business)
- Head of Marketing, The Clinic by Cleveland Clinic (digital health start-up)
- SVP Growth & Patient Experience, Vertava Health (PE-backed multi-site behavioral healthcare business)
- SVP Marketing, Dental Services Group (PE-backed dental lab network)
- Strategic Marketing Director, Groupe SEB (Consumer Goods, Public)
- Head of Marketing, Made By Gather (Consumer Goods, Private)
- Senior Market Manager, North America, Philips (Consumer Goods, Public)

## Expertise

### Industry Experience

- Healthcare
- Consumer Goods
- Professional Services

### Specialties

- Growth Strategy
- Digital Marketing
- Brand Strategy/Refresh
- Product Marketing & Innovation

## Education

- MBA, Marketing, UW Foster School of Business

## Contact Information

Gokce Sezgin  
Phone: 917.488.6587  
GSezgin@chiefoutsiders.com  
www.chiefoutsiders.com