



Linda Bernier

CMO

About Linda

An accomplished senior leader with over 25 years of experience in healthcare, technology, SaaS and business services, Linda Bernier leads marketing, sales, strategy, product management, and business development teams to position organizations for rapid growth. As a builder of new functions and high performing teams, she specializes in implementing strategic initiatives that expand existing business and position companies for entry into new markets. Skillful at unlocking the value of products through customer insights, Linda excels in executing go-to-market programs for companies ranging from start-ups, mid-market and Fortune 1000 businesses.

How Linda has Helped Businesses Grow

- Drove effort to reposition Sensentia's brand in the healthcare payer market. Led initiative to develop the product roadmap and package and launch three products within the company's artificial intelligence solutions portfolio.
- Positioned SKYGEN USA as the industry leader for SaaS and BPaaS solutions for commercial and government payers across medical, dental and vision markets. Successfully converged 4 branded companies under the SKYGEN brand and relaunched the company and its solutions portfolio in under 8 months.
- Drove effort to verticalize into Medicaid, Medicare, and individual exchange markets as acting marketing executive for \$100 million+ population health management company.
- Positioned Welltok and its Health Optimization Platform to enter and capture market share. Advanced vertical strategy and scaled the product/service portfolio across 5 market segments.
- Drove marketing initiatives resulting in nearly \$1 billion in pipeline while managing a \$10+ million budget at TriZetto, a \$700 million company offering technology, consulting and BPO solutions for providers and TPAs/payers, touching over half the US insured population.
- Led the communications and PR program for Cognizant's \$2.7 billion acquisition of TriZetto and developed messaging for the combined healthcare organization.

Expertise

Industry Experience

- Healthcare
- SaaS
- Technology
- Health and Wellness

Specialties

- Go-to-Market Strategy
- Product Innovation
- Positioning & Messaging

Contact Information

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Executive Marketing Experience

- Marketing and Strategy Executive Advisor, Sensientia
- CEO, Spoke Health
- CMO, SKYGEN USA
- Market Executive, Welltok, Inc.
- SVP, Enterprise Strategy & Marketing Communications, TriZetto, A Cognizant Company
- General Manager, Oracle Healthcare (Siebel)
- VP Strategic Development, Premera Blue Cross
- Manager, Deloitte Consulting, Healthcare Practice

Education

- MBA, Healthcare & Marketing Focus, University of Pennsylvania - The Wharton School
- BA, Economics & French, Wellesley College