



Lisa Fine

Executive Marketing Positions

CMO, Emergis ER

CMO, Lumin Health

VP of Solutions Marketing,
Vizient, Inc.

VP of Marketing & Business
Development, Partners Imaging

VP of Marketing, Communications
& Service Excellence,
Ochsner Health Systems

Education

Masters of Social Work, Tulane
University

Bachelor of Arts, University of
Tampa

The Essentials of Finance &
Accounting, Southern Methodist
University

Contact Information

Lisa Fine
Phone: 972.822.7107
lfine@chiefoutsiders.com
www.chiefoutsiders.com

Specialties

- Change Management / Reengineering
- Marketing / Business Development
- Leadership / Training
- Brand Management
- Startup & Growth Initiatives
- Operations Management
- Cost Control / ROI
- Turnaround / Transformation Management
- Customer Centricity

Where Lisa Can Help Your Business

- Align the business strategy with the market strategy to accelerate results
- Assess current state to identify threats, gaps and opportunities
- Conduct audit of marketing materials and messaging that align with brand position to ensure differentiation
- Optimize positioning and create compelling content that is relevant to stakeholders and buyers
- Redefine the value proposition to increase market awareness and propel growth
- Launch new services through effective go-to-market programs
- Assess and allocate talent and resources for maximum performance
- Conduct research that provides new insights for start up companies or for companies that need ramping up

Success Stories

- Restructuring Platforms & Services Garnering \$18 Million in Revenue
- Designing Brand Identity, Logo & Structure Attracting Top Talent
- Developing Presentation Winning Approval of C-Suite Executives
- Leading Marketing Team Generating 40% Improvement
- Driving Marketing & PR Team Transformation Resulting in Promotion
- Launching Brand to Help Company Stand Out from Competition

Biography

Lisa Fine is an accomplished Senior Executive and Entrepreneur with more than 20 years of success in strategy, brand development and execution for various industries, primarily healthcare and healthcare services.

Leveraging her extensive experience in marketing, branding, business development, sales and communications, Lisa is a valuable asset for startups that are beginning to achieve significant growth. Her broad areas of expertise include brand development, marketing strategy, change management, re-engineering, brand management, cost control/ROI, healthcare, public relations, hospitals, advertising, creative direction, and cross-functional team building.

Throughout her executive career, Lisa has held leadership positions with Ochsner Health Systems; Partners Imaging, Vizient, Inc.; Lumin Health, LLC; Emergis ER, LLC; FINE Marketing Solutions (FMS), and DFW Healthcare Marketing Leaders Exchange. In her current role as Senior Marketing Consultant at FMS, she has been responsible for all projects as well as company operations; leading a team in branding the annual membership event for a member-owned healthcare services company, and developing go-to-market strategies. As the Chief Marketing Officer as Emergis, she led strategic plans to execute marketing and generate new

business, resulting in a 20% increase of patient visits month over month. As the CMO of Lumin Health, she oversaw a 48% growth in physician referrals by expanding market areas and other process improvements; a 24% improvement in customer conversions, and a 23% boost in lead generation. Other career highlights include a 40% rise in department satisfaction scores realized within eight months as VP of Solutions Marketing at Vizient; a 20% spike in brand awareness generated within 18 months as VP of Marketing & Business Development at Partners, and as VP of Marketing, Communications & Service Excellence at Ochsner, she initiated and executed official healthcare provider contracts with the New Orleans Saints NFL team and the New Orleans Hornets NBA team to increase visibility of the Sports Medicine Program.

Lisa holds a Masters from Tulane University; a Bachelor of Arts from the University of Tampa, and has completed coursework in Finance & Accounting Executive Education from the Southern Methodist University Cox School of Business. In addition, she is an active member of the Society for Healthcare Strategy & Market Development, National Association of Professional Women and the Executive Healthcare Network.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.