



Steve Figman

CMO

About Steve

An accomplished healthcare, life science, and technology executive with measurable success, Steve consistently builds industry leading brands, high performing teams, and innovative capabilities through a solid blend of experience, business acumen, customer intimacy and critical thinking. A strategic leader with extensive experience fueling growth and profitability, Steve advises leaders and enterprises on how to dramatically accelerate solutions and execution on their defining challenges. He is a strategic leader with a solid blend of marketing experience, business acumen, and critical thinking skills. His expertise unraveling complexity, mobilizing go-to-market strategy and planning, growth strategy, brand positioning and messaging, and competitive insights and analysis, make Steve a respected leader and advisor to accelerate growth in Healthcare and life sciences companies.

How Steve has Helped Businesses Grow

- Achieved 18% CAGR leading vertical go-to-market strategy, marketing, alliances, partnerships/acquisition, and thought leadership at NTT Data Services.
- Drove 37% YoY growth for two years at RTI International (Syntegrity). Achieved 22% year-1 growth launching 3 new solutions into the product portfolio. Increased new logo penetration 33%.
- Realized 27% YoY growth on targeted accounts developing a new account development methodology at Hewlett Packard.
- Increased average daily sales 10.3% leading go-to-market sales, marketing, and product portfolio strategy at BSN Medical. Grew key account sales 19% with new key customer and national accounts sales approach.
- Exceeded 118% of targeted sales/retention goals leading company-wide marketing direction at PREMIER Healthcare Alliance. Grew revenue by \$94 million with new connect sales and social media strategy.
- Drove \$32 million incremental PROCURIT[®] revenue architecting and launching the cancer.com brand at Johnson & Johnson.

Expertise

Industry Experience

- Healthcare
- Professional Services
- Technology
- Biotech
- Pharmaceutical
- MedTech

Specialties

- Growth Strategy
- Go-to-Market Strategy
- Positioning & Messaging
- Competitive Strategy
- Market Penetration
- Sales Growth
- Six Sigma Process Excellence

Education

- MBA, University of Albany
- Bachelors, Marketing, University of Maryland

Contact Information

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Executive Marketing Experience

- Vice President, Strategy, Veeva Systems
- Digital & Business Transformation Leader and Chief Strategist, Life Science, NTT DATA Services
- Worldwide VP, Head of Life Science, Syntegrity Business Unit, RTI International
- Chief Strategist, Life Sciences & Business Development Lead, U.S. Life Science, Hewlett Packard Enterprise Services
- Vice President, Sales & Marketing, BSN Medical
- Vice President, Product Marketing, PREMIER Healthcare Alliance
- Therapeutic Lead, Long Term Care Business Unit, Johnson & Johnson (Biotech)
- Director, Marketing and Global Internet Strategy, PFIZER (Wyeth)

Clients Served

- Leadiant Biosciences