



# Todd Lunsford

CMO

## About Todd

An insightful brand builder, Todd executes clear, data-driven growth strategies in the face of complexity and rapid change to drive increases in brand awareness, leads, and conversion to revenue. Passionate about motivating diverse team members to excel, he moves the needle on growth, whether from within or outside the traditional boundaries of marketing. Todd tackles challenges ranging from brand consolidation and repositioning to sales and marketing alignment and the development of complementary B2C and B2B lead generation programs. He is experienced in leading transitions in maturity from startup through consolidation of market leadership, and is an effective collaborator with sales, recruiting and other critical growth functions.

## How Todd has Helped Businesses Grow

- Beat enrollment plan by 7% despite COVID-19 headwinds during his tenure at Prospero Health. Increased weekly website traffic by 9x and leads by 6x while substantially outperforming industry benchmarks for cost and click-through performance.
- Generated \$300+ million in annual new contract revenue (\$66 million in revenue and \$11 million in profit directly from marketing leads) collaborating with the hospital-based physician services business development unit at Envision Healthcare.
- Designed digital strategy and built platform to connect 200+ websites and supporting awareness campaigns that generate over 1.5 million unique visitors and 65k qualified leads per year for outpatient surgery center business (AMSURG). Produced growth in both metrics of over 25%, nearly \$3 million in incremental annual profit and a 70% reduction in cost per lead during the final year.
- Conceived and built local referral sales force that increased referral volumes over 15% from priority physician groups (AMSURG.)
- Developed comprehensive patient recall program, requiring new technology and operating processes, that produced 9K+ incremental procedures and \$3 million in profit during the first full year. Future forecast exceeds \$10 million in profit annually (AMSURG.)

## Executive Marketing Experience

- Chief Growth Officer, Prospero Health
- Partner, TopRight Partners (Marketing Strategy Consultants)
- Chief Marketing Officer, Envision Healthcare
- Chief Strategy & Marketing Officer, AMSURG
- Head of Retail Marketing Strategy, ING US Financial Services
- SVP Marketing, ING Advisors Network

## Expertise

### Industry Experience

- Healthcare
- Professional Services
- Financial Services
- Health and Wellness
- Consumer Services

### Specialties

- Omni-Channel Marketing
- Growth Strategy
- Brand Strategy/Refresh

## Education

- MBA, The University of Chicago
- BS, Economics, Finance, The Wharton School

## Contact Information

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