



Joe Grace

Partner, CMO & Direct Marketing Guru

About Joe

Joe has been a Partner & CMO since 2011. For most of his career, Joe has disrupted industries, introduced new products, grown market share, accelerated growth and built brands with power and efficiency of Direct-to-Consumer marketing strategies. From DRTV to eCommerce, Joe's direct marketing insights and experience can deliver game-changing results for companies struggling with growth problems. One of Joe's sweet spots is Health & Wellness. As the SVP of Marketing at WebMD, Joe worked with pharma, medical device companies, providers and payors to deliver accountable DTC marketing campaigns on their behalf. As a veteran of six startups, Joe also brings an entrepreneurial spirit and sense of urgency to all engagements.

How Joe has Helped Businesses Grow

- Developed first year revenues over \$100M through aggressive use of DRTV, establishing retail distribution and efficiently building Suzanne Somers' ThighMaster brand as Co-founder of Ovation Communications.
- Grew WebMD into the #1 destination for online health information with highly efficient multi-channel direct marketing campaign. Contributed to both top and bottom-line growth by developing and managing premium pay services including WebMD Weight Loss Clinic.
- As the Head of Marketing at Medscape, Joe created and executed the marketing strategy that grew Medscape into the leader in online CRM with a database of over 400,000 high prescribing physicians.
- Introduced broad range of innovative health and beauty products, including Perricone MD with highly efficient marketing programs developed as marketing strategist.
- Consulted with private equity firms on the spin-off of four orphan consumer health brands by GlaxoSmithKlein, as well as the sale of Physician's Desk Reference, UpToDate and WebMD's Little Blue Book, as founder of Health Marketing Partners.

Executive Marketing Experience

- CEO – EBEWE Pharma, US Neuro Products Division
- SVP Marketing - WebMD
- Head of WebMD Premium Services (Weight Loss, Fertility & Pregnancy)
- SVP Marketing - Medscape
- Marketing Strategist – PerriconeMD Cosmeceuticals
- President - Global Health Alternatives
- President – FreeLotto.com
- Co-Founder – Suzanne Somers' ThighMaster Company
- President – Regency Films

Expertise

Industry Experience

- Healthcare
- Consumer
- Health and Wellness

Specialties

- Digital Marketing
- Gap Analysis
- Direct Marketing
- DTC Marketing
- Market/Consumer Insight
- Go-to-Market Strategy
- Channel Strategy

Education

- BSEE – Cornell University
- MBA - Cornell University, Johnson School of Business

Contact Information

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Published Works

- [CEOs: Ready to Enjoy Tom Brady-Style Success in the Boardroom?](#)
- [Attention CEOs: What is the Real ROI on Social Media?](#)
- [A Prescription for Content Growth](#)
- [Attention CEOs: Your Agency of Record Is Strangling You](#)
- [The Solution to Mediocre Marketing? A CMO Leading Multiple Niche Agencies](#)

Clients Served

- WorldClinic (Healthcare Provider)
- Slim Generation (Medical Weight Loss)
- True North Brands (Med Spa)
- Empowered Media (Health, Wellness and Fitness)
- Wave Home Solutions (Home Air & Water Treatment)
- Scheduling Institute (Doctor Training & Coaching)
- Medical Research Consultants (Legal Services)
- WeightNot (Health, Wellness and Fitness)
- IDOC LLL (Management Consulting)
- SJ Partners LLC (Venture Capital & Private Equity)
- Basic Research Corp (Health & Beauty Products)
- Osmotics Cosmeceuticals (Ant-aging Skincare)
- New York Bone & Joint Specialists (Orthopedic Surgery)
- Bora Tools (Innovative Professional Tools)