

JOHN BERGSEN

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A chief marketing officer with 10* years of experience building and leading dynamic marketing organizations to execute high-impact campaigns. A proven track record of collaborating with enterprise customers and C-level executives to coordinate multi-million-dollar initiatives. Adept at identifying opportunities to drive penetration across untapped market verticals.

PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER

Starlight Healthcare Solutions, Boston, MA | October 2016 - Present

- ◆ Manage all aspects of marketing programs and initiatives for a healthcare technology company delivering cutting-edge software solutions to 100+ enterprise customers
- ◆ Build, develop, and recruit a globally dispersed team of 40* marketing managers, marketing coordinators, and digital marketing specialists to execute high-impact campaigns and enhance market penetration within the health care sector
- ◆ Oversee corporate communications and public relations, develop content for press releases, and create corporate newsletters

CHIEF MARKETING OFFICER

Corsair Brand Solutions, Boston, MA | May 2011 - October 2016

- ◆ Served as the chief marketing officer for a marketing consulting firm that delivers innovative solutions to enhance brand messaging and awareness for enterprise clients
- ◆ Led a rebranding initiative for a client account valued at \$3M, which included coordinating social media, digital marketing, and press releases to establish a new brand identity and repair image among target demographics

EDUCATION

BACHELOR OF SCIENCE IN MARKETING

Harvard University, Cambridge, MA | September 2007 - May 2011

KEY SKILLS

- ◆ Executive leadership
- ◆ Digital marketing
- ◆ Content strategy
- ◆ Corporate communications
- ◆ Public relations