

# 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