



Shawn Gross

Driving Growth + Deeper Consumer Connections for Health Brands

Executive healthcare marketing leader with a proven track record of shaping enterprise-wide digital engagement strategies that drive growth, deepen patient relationships, and future-proof digital ecosystems through martech innovation, personalization, and AI. Expertise in CRM/CDP, digital transformation, brand storytelling, and omnichannel experience development across hospitals, health systems, payers, and health tech organizations.

Background Summary

- 20+ years leading digital strategy and consumer marketing initiatives across hospitals, life sciences, health tech, and public health.
 - Expert in omnichannel acquisition marketing, CRM/CDP integration, digital brand ecosystems, and marketing operations.
 - Recognized for bridging strategy, technology, and creative to deliver measurable results.
 - Known for launching award-winning websites, digital-first campaigns, and patient engagement platforms that improve experience and drive business growth.
 - Speaker at HMPS, HCIC, SHSMD, and SwayHealth.
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Experience

Vice President, Growth

Phase2 – Washington, D.C.

Nov 2024 – Present

- Lead revenue strategy at digital experience agency serving hospitals, health systems, payers, and life sciences clients.
- Developed sales enablement programs and consultative frameworks to improve pipeline quality, proposal precision, and win rates.
- Partner with cross-functional leaders in marketing, UX, and tech to shape thought leadership and align messaging by audience segment.
- Contributed to a 20% increase in new business win rate through strategic outreach, messaging optimization, and solution packaging.
- Built packaged offerings around Salesforce CRM, Sitecore DXP, and content personalization to address enterprise martech challenges in healthcare.

Healthcare Practice Lead, Strategy

Primacy – Boston, MA

July 2022 – Oct 2024

- Led discovery and strategic planning for major hospital systems, conducting stakeholder interviews, audience surveys, and competitive assessments.
- Created data-driven digital strategy playbooks to guide multi-year web and mobile experience roadmaps.
- Supported new business pursuits with pitch strategy, proposal development, and national conference speaking.
- Contributed to the largest win in agency history—a merger of 4 regional health systems into one brand and digital ecosystem.
- Championed personalization pilots using AI-driven decisioning and progressive profiling to optimize conversion paths and deepen audience insight across CRM and digital platforms.

Vice President, Marketing

Clear Skye – San Francisco Bay Area, CA

July 2020 – July 2022

- Head of marketing for a high-growth SaaS company in the identity security space; member of executive leadership team.
- Hired and led a full-funnel marketing team spanning brand, demand gen, PR, digital, content, partner marketing, and creative.

- Managed martech stack and vendor partners across CRM, SEM, analytics, and web development.
- Helped drive 5x revenue growth in two years through integrated marketing and sales alignment.
- Secured category leadership position through analyst engagement, content strategy, and digital campaign performance.

Vice President, Digital

ReviveHealth (Weber Shandwick) – Nashville, TN

Nov 2018 – June 2020

- Led digital marketing strategy for hospitals, payers, and health tech brands across acquisition and brand campaigns.
- Developed omnichannel GTM plans leveraging paid media, social, CRM, and email automation.
- Partnered with analytics team to build custom KPI dashboards tracking campaign effectiveness, conversion, and ROI.
- Delivered a 3.5x increase in appointment requests for a regional system within 90 days of campaign launch.

Chief Digital Strategist, Healthcare Practice Lead

White Rhino – Boston, MA

Dec 2013 – Nov 2018

- Directed digital strategy for hospitals and health tech clients across website redesigns, mobile platforms, and campaign work.
- Developed UX and content personalization roadmaps leveraging SEO, CRM, and behavior-driven segmentation.
- Led stakeholder workshops and journey mapping exercises to define vision and digital business requirements.
- Strategy leadership contributed to \$1.2M+ in project wins and multi-year engagements with top-tier academic health systems.
- Piloted CRM and CDP use cases to personalize site experiences and nurture patient acquisition journeys.

Director, Digital Strategy + Service Line Marketing

Tufts Medical Center – Boston, MA

Sept 2011 – Dec 2013

- Directed 20-month enterprise website redesign for tuftsmedicalcenter.org and floatinghospital.org, improving mobile UX, brand consistency, and conversion.
- Developed integrated service line campaigns across digital, broadcast, and print.
- Partnered with IT, compliance, and clinical teams to align martech and operations.
- Resulted in a 5x increase in tracked appointment requests across key specialties (cancer, cardiology, ortho, women's health).

Director, Interactive Marketing

Massachusetts General Hospital – Boston, MA

Nov 2003 – Aug 2011

- Founded and scaled the digital marketing department at one of the nation's top academic medical centers.
- Directed five-year transformation strategy including website redesign, digital campaigns, and enterprise CMS adoption.
- Oversaw CRM pilots, email marketing, content personalization efforts, and service line growth campaigns.
- Managed a cross-functional team of 5 direct reports, collaborating with IT and marketing leadership.
- Web traffic and digital engagement steadily rose YoY; digital maturity laid the foundation for long-term enterprise growth.

Achievements

- Developed "Layer ROI" framework to evolve hospital websites from static directories into intelligent engagement layers powered by CRM, AI, and personalization tools.
- Redefined enterprise UX/UI system for a national health system, standardizing accessibility, branding, and modular components across 100+ sites.
- Implemented analytics model to track conversion, engagement, and performance KPIs—driving a 30% boost in marketing ROI.
- Work recognized by the Webby Awards, AIGA, HMPS, HCIC, eHealthcare Strategy + Trends, and MITX.