

# It's grow time. Are you ready to thrive?

Healthy,  
thriving  
brands are:

At Health Mavens, we believe when health-related brands and businesses thrive they provide better care, value and solutions for customers. This belief fuels our mission to create pathways to growth for companies and organizations, like yours, so they can flourish and grow.

- Credible and true to their core values
- Unique, with some level of ownability
- Valued in the marketplace

Today, business leaders place a big priority on growth. Yet, growth is their number-one challenge.

## What Are the Leading Challenges Facing us CMOS\*?

% of respondents, Feb 2019



Note: \*97% of respondents were VP level or above  
Source: Duke University's Fuqua School of Business, "The CMO Survey: Highlights and Insights Report - February 2019" commissioned by American Marketing Association (AMA) and Deloitte, Feb 27, 2019

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www.eMarketer.com

## We know the challenges you're up against

No matter how successful or healthy your business, it's only natural you're going to face roadblocks along the path to growth. Whether you are launching a short-staffed startup or evolving an established house of brands, we are here to break through the barriers that keep you from achieving your goals.

We are a team of female business leaders with a track record of success growing health-related brands in corporate and agency settings. We know the pressure you are under to manage budgets, expectations and stakeholder-needs amidst an ever-evolving business landscape.

From fractional leadership to retained project management, we are an outside set of eyes, a gut check and a fresh point of view ready to step in to help you through your challenge.

## A better option for thought partnership

Because we come from the corporate and advertising worlds, we have worked with, and for, big consulting firms and agencies. We know they have massive overheads and numbers to hit to keep parent companies happy, which can get in the way of optimal client service.

As a collective, we keep things lean and nimble with strong leadership to guide each project, supported by a deep bench of resources to draw from as needed. Less expensive than a consultancy, more agile than an ad agency, more flexible than a permanent hire and more practical than a full department, we move fluidly between strategy and execution to ignite or enhance growth. And with marketing and business experience in multiple models, structures and business settings, we get to solutions for you seamlessly, efficiently and effectively.

In uncertain times, the majority of marketers would rather guard the status quo than plan to grow. What about you?



# A fresh approach to sustained growth.

We are experienced problem solvers, strategists, tacticians, tie breakers, differentiators, commercial business veterans and marketing experts. We are Solutioners™ who solve business challenges by first digging deep to uncover root issues and causes. We then work with you, along a predetermined path, to create a customized plan for success – built around your goals for growth.



## OPTIMIZE

Sometimes you just need a few enhancements to existing strategies, plans and programs. We partner with you to determine what is currently working and what needs refinement in order to achieve the best possible efficiencies and returns for your company or organization – even in these uncertain times.

### We can help you:

- Streamline or strengthen communications
- Drive brand leadership
- Resolve channel conflicts
- Identify growth segments
- Identify new ways to communicate with audiences
- Refine touchpoints and enhance messaging throughout customer journey
- Sharpen GTM strategies
- Maximize spend in the face of fast changing market dynamics
- Integrate marketing and sales efforts for demand gen efficiency



## EXPAND

When business needs call for more robust enhancement, we help you test new services or markets, extend a product line or open up new sales channels to maximize gain and maintain a competitive edge.

### We can help you:

- Position your organization for growth
- Test and launch new markets, products and services
- Gain deeper understanding of customer expectations
- Align sales teams with marketing
- Drive conversion through sales enablement
- Break through category clutter to drive a competitive advantage



## TRANSFORM

When it's time to make bold, sweeping, exponential moves that take your company or organization in a new direction, we are here to help you reimagine your products, markets or marketing and transform your business into a machine that builds at scale.

### We can help you:

- Reimagine capabilities
- Future-proof your company
- Transform your culture
- Build a high-performance winning team
- Modernize an established brand
- Innovate brand-building strategies and applications
- Build a digital center of excellence

**We represent the female POV** – as consumers, caregivers, patients, advocates, business partners and buyers – to give your brand a competitive edge.

**80%**

of all healthcare decisions are made by women

**85%**

of all consumer purchases in the U.S. are made by women

**93%**

of food purchases are made by women

\*MediaPost research brief <https://www.mediapost.com/publications/article/257808/women-rule-well-85-anyway.html>

**Are you looking for new pathways to growth?**

Contact our Chief Strategy Officer, Marian Temesvary  
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