

# MARLA BECKER

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**Portfolio:** www.mb-portfolio.com **LinkedIn:** www.linkedin.com/in/marlabecker/

I'm a seasoned Marketing Leader with +10 years of experience in Marketing, Growth, Health x AI and Consulting in North America, Africa and The Middle East. A consultant at heart, I infuse data, design, and storytelling into my work to build actionable marketing strategies that organize cross-functional teams around a shared vision and goals. I genuinely love what I do when the company's mission aligns with my personal values.

## PROFESSIONAL EXPERIENCE

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### MEDABLE

**Director, Product Marketing & Commercial Strategy** *promoted 2x*

**New York / Remote**  
**2021-Present**

*Health Tech Unicorn and #1 Digital Trial Platform focused on bringing effective therapies to patients faster (B2B Enterprise SaaS)*

- Lead Sales and GTM Strategies for GenAI eCOA, Self-Service, eConsent, Digital Health Technologies, Therapy Areas (Oncology, Vaccines) including 360 campaigns across online and offline channels: Enablement, Brand Creative, Content, Customer/ABM, Comms/PR, Events, Digital, Lifecycle, Operations
- Developed +70% sales and marketing collateral as 1<sup>st</sup> product marketing hire, generate +500 MQLs per month within \$2M budget
- Lead 2023 Sales Strategy, 2023 Product Vision & Strategy, Product & Partner Marketing Strategy for Channel and CROs
- Report to CCO. Marketing Leadership Team. Managed 2 PMMs. Voted Team 2023 MVP. 2023 Drum Finalist and Winner of World Brand Design Award.

### RUBICONMD

**Senior Manager of Growth**

**New York, NY**  
**2020**

*Health Tech Start Up Acquired by Oak Street; eConsult platform focused on improving the quality of primary care (B2B Enterprise SaaS)*

- Responsible for growth marketing strategy including: Tech Stack, Web Optimization, Demand Gen, Events, Content, ABM within \$400K budget
- Developed strategic sales plan to generate \$11M new business growth within current and prospective "whale" accounts
- Led GTM strategy and 360 brand campaigns for new products RubiconBH and RubiconRX

### PROPHET BUSINESS TRANSFORMATION CONSULTANTS

**Senior Associate, Brand Marketing**

**New York, NY**  
**2016-18**

- Developed data-driven brand marketing strategies for key B2C and B2B clients: Mayo Clinic, Becton Dickinson, Chick-fil-A
- Managed 1-2 employees per account with 3-20 ppl per team; budget ranging from \$500K to \$3M
- Co-led Chick-fil-A Next Gen Customer Experience strategy across online and offline "2025 Chick-fil-A Restaurant of the Future"
- Managed Prophet's internal digital transformation including value-chain implications, investment, and department execution
- Managed 20-person team pro-bono event and organized Prophet Women in Leadership event with 100+ participants

### CONSULTING BY KANTAR

**Project Manager and Brand Ambassador** *promoted 2x*

**New York / Cape Town / Dubai**  
**2013-16**

- Co-founded two Vermeer Africa Middle East offices in Cape Town and Dubai (acquired by Bain Capital)
- Sold \$2.6M total revenue with business partner and developed 50+ proposals, lead sourcing and financials
- Managed \$1M across 7 client engagements, spanning Luxury Retail, Beauty, Hospitality and FMCG
- Led new hire training and recruitment programs, focused on complementary skillsets in Cape Town and Dubai
- Managed 3-person team to deliver customer research, brand positioning, portfolio strategy, decision journey, segmentation, customer experience, digital transformation, business modelling and sales forecasting

## EDUCATION

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### INSEAD

**Master of Business Administration**

**Fontainebleau / Tel Aviv / Wharton / Singapore**  
**2019**

- The Wharton School; exchange Fall 2019
- **MBA Intern** at Keheala, Israeli digital health startup (SaaS)
- Yoga Instructor for +50 MBA students, VP of Innovation & Design club

### UNIVERSITY OF PENNSYLVANIA

**Bachelor of Arts in Economics**

**Philadelphia / Madrid**  
**2008-12**

- **3.7 GPA | Magna Cum Laude | Dean's List (2011 and 2012)**
- **TA for Microeconomics (2011-12):** selected (out of 200+) to teach 50 students, weekly recitations & grade distribution
- **Winner of Pearson Economics Award, D.C. (2010):** HSAs with HDHPs proposal for ACA, published in UPenn eJournal
- **Big Brothers Big Sisters:** Mentored student for 3-years in an under-resourced community in Philadelphia
- **Universidad Pontificia Comillas:** 3.9 GPA: Spanish Certificate for Study Abroad, all courses taught in Spanish

## ADDITIONAL INFORMATION

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- **Interests:** CorePower Yoga Certified Instructor, Avid Runner and Poetry Writer
- **International Experience:** Have lived in 7 countries; Spanish (Business Proficient)
- **Competencies:** Salesforce, HubSpot, SPSS, Tableau, MOS, qualitative and quantitative research, market sizing, statistical pricing models
- **Start-up Consulting:** Developed marketing strategy for WinnieLou Canine Company, beauty e-commerce, Over Easy bar with HBS entrepreneurs
- **2x Book Club Founder** of "Femme Fatale" with ~30 members per club; favorite books are Sapiens, Anna Karenina and Atlas Shrugged