

LYNN PURDY

Marketing and Communications Leader



📞 425-890-5300 @ lynn@thesurgicalist.com 🌐 www.thesurgicalist.com 📍 Nashville, TN

STRENGTHS

- Adaptive, Resourceful Leader**
Able to flex and adjust in fast-paced, dynamic environments
- Outside-of-the-Box Thinker**
Unafraid to try new ideas to achieve goals
- Strategic Innovator**
Believes in challenging the status quo to differentiate

EXPERIENCE

Chief Marketing Officer

[The Surgicalist Group](#)

📅 2019 📍 Tampa, FL

TSG provides inpatient emergent and urgent surgery nationwide. We apply lean processes to get patients from ED to the OR quickly. Our teams focus on improving quality, satisfaction, safety, efficiency, and financial performance outcomes for our hospital partners.

VP Marketing & Communications

[Sound Physicians \(UHC/Optum\)](#)

📅 2009 - 2018

Improving inpatient outcomes

- Leader during 10 years of rapid growth \$100M to >\$2B
- Implemented integrated digital marketing with ROI 40+% YOY
- Created a 5-star communications engine → physician read rate >77%
- Served as exec communications advisor to C-suite and VPs
- Led crisis communications for qui tam, M&A events
- Built strong external brand awareness and internal branding
- Producer and Director of annual National Leadership Conference

VP Marketing & Reimbursement

[Calypso Medical \(acquired by Varian\)](#)

📅 2001 - 2008

Real-time tumor tracking platform

- Created new \$4B category for real-time tumor tracking in radiation therapy
- Drove early product demand-\$50M+ backlog at 510K clearance
- Secured New-Tech CPT & coverage awards from CMS and private payors
- Award-winning product design with IDEO / Ziba and intuitive UI/UX
- Product marketing and management with 5 issued patents

Product and Market Management

[Acuson and HP Medical Products Group](#)

📅 1981 - 2001

Gold standard ultrasound systems

- Led platform development for cardiac systems generating revenue of >\$1B: 128, 128XP, Sequoia, Aspen, and AcuNav and HP Sonos product line
- ICE and TEE innovation with FDA 510k clearance and market development
- Co-inventor and patent for AI software tools

EDUCATION

MA - Healthcare Administration

[University of Washington](#)

BS - Health Services

[University of Detroit](#)

Post-Graduate Diploma - Digital Business

[Emeritus Mgmt Institute \(MIT Sloan/Columbia\)](#)

Diploma Nursing Arts, Cardiovascular Tech

[Carnegie Institute](#)

VOLUNTEERING

Coach

[Social Venture Partners](#)

Non-profit organization helping entrepreneurs secure funding and grow

Board Member

[Washington State Smile Partners](#)

Non-profit providing preventative dental care

Board Member, Past President

[Medical Marketing Association](#)

Professional organization for marketers in healthcare

PATENTS AND CERTIFICATIONS

Medical Device Patents

Implantable Transponder: 0216115A, Ultrasound Measurement System: 5,553,6200, Radiation Therapy Tracking System : 8,244,3300 (4 awards)

Quality & Safety Certificate

Institute for Healthcare Improvement

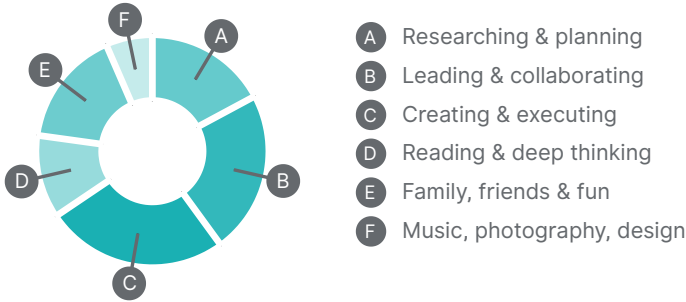
Storytelling for Influence Certificate

IDEO University

PASSIONS

- New ventures
- Igniting innovation
- Leading teams & mentoring
- Delivering results

MY TIME



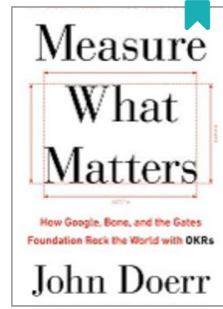
THINGS I'M MOST PROUD OF

- Hired and mentored leaders**
I've recruited >10 people who've risen to senior leaders in their careers
- Built amazing brands**
I have a gift for creating strong brand identities and solid trademark portfolios
- Worked hard to get ahead**
I worked through college and graduated debt-free. My work ethic is unparalleled.
- Been there, done that**
I've balanced being a wife, mother, and executive, enjoying every moment!

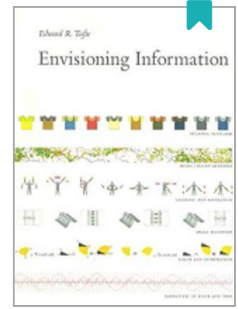
INSIGHT INTO PHILOSOPHIES THAT DRIVE ME

- "The easiest thing is to react. The second easiest thing is to respond. But the hardest thing is to initiate."*
Seth Godin
- "Asking "Why?" can lead to understanding. Asking "Why not?" can lead to breakthroughs."*
Daniel Pink
- Where there is a will, there is a way.*
A Proverb

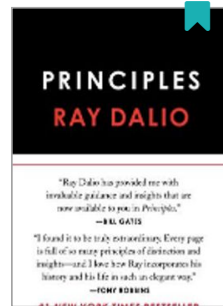
BOOKS THAT INSPIRE ME



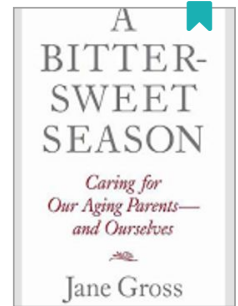
Measure What Matters
John Doerr



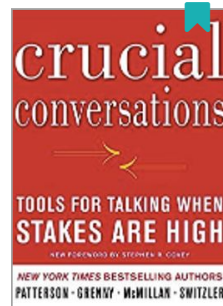
Envisioning Information
Edward Tufte



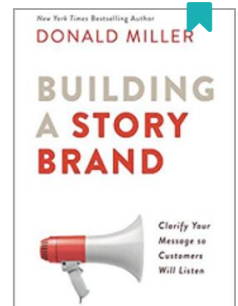
Principles
Ray Dalio



A Bittersweet Season: Caring for Our Aging Parents and Ourselves
Jane Gross



Crucial Conversations
Patterson, et al



Building a StoryBrand
Donald Miller