



DONATA TAYLOR

SENIOR MARKETING DIRECTOR

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Motivated, collaborative and performance-driven executive with a passion to create a better health and wellbeing journey. Over 25 years of demonstrated success in developing strategic, innovative and award-winning marketing programs, and building and empowering team members to perform at the top of their profession. A big-picture thinker, with a hands-on style, recognized for using modern approaches to meet strategic objectives, fuel and accelerate pipeline, deliver innovative products to market, build memorable brands and create a community of loyal advocates.

Education

Master of Business Administration:
Marketing | 2003
Wilkes University | PA

Bachelor of Science:
Marketing | 1999
Pennsylvania State University | PA

Skills

Strategy &
Go-to-Market
Messaging &
Storytelling Brand
Building Visionary
Thinking Leadership

Hobbies



Fishing



Billiards



College Football



Therapy Dog Training

Work History

NOW

Senior Director, Head of Client Marketing

Hinge Health | San Francisco, CA

Responsible for strategy, integrated programs and enablement.

- Stood up Customer Marketing function and increased team confidence in value-pitches by >40% in the first quarter.
 - Lead GTM product launches, omni-channel campaigns and engagement initiatives; which to-date enabled 99% retention and 100% product adoption.
 - Oversaw development and launch of advocacy program, resulting in securing 50% of top 25 accounts and Q/Q increases of 25% new logos and 30% new referenceable clients.
 - Spearheaded response plan for clients, members and communities impacted by natural disasters.
 - Manage team to be best-in-class agile marketers.
- Prior role:*
- Led Enterprise & Product Marketing, responsible for messaging & insights, creating demand and accelerating pipeline velocity.
 - Oversaw ABM program and increased win-rate by 10% and TOF-MOF velocity by 50%.
 - Won "big bets" hackathon challenge with campaign concept to extend brand and drive growth.

2020

Senior Director, Head of Product Marketing

Businessolver, Inc. | Des Moines, IA

Led Product Marketing, strategy and initiatives to increase adoption, activation and engagement.

- Drove 300% growth and 95% retention through targeted omni-channel campaigns.
- Grew participant base by 130% with in-house built API-enabled consumer accounts platform.
- Increased product adoption and engagement across portfolio by up to 200%.

2019

Senior Director of Marketing, Benefits Delivery & Administration

Willis Towers Watson | Radnor, PA

Member of Marketing Segment leadership teams, responsible for group, individual and accounts solutions.

- Led integration and GTM strategy following three acquisitions.
- Pioneered new brand identify and messaging framework and executed cross-functional rollout across multi-solution platforms.

2015

Director, Head of Marketing Public & Labor

Aetna, Inc. | Blue Bell, PA

Led expatriate and global marketing programs and GTM rollout for rebrand.

- Selected as Aetna's first B2B brand integration lead responsible for driving brand and messaging consistency across the company.
- Developed prospect prioritization framework and tool, enabling higher-quality RFPs and 90% improved productivity.

2003

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