



CONTACT

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EXPERTISE

- Growth Marketing
- Strategy & Planning
- Brand Management
- Positioning & Message Development
- B2B, B2C & B2B2C Marketing
- Product Marketing
- Email Marketing
- Demand Generation
- Trade Show & Event Management
- Team Management
- Financial Management
- Client Management
- Agency Management

MICHELLE MUTERT

MARKETING & GROWTH LEADER

PROFILE

Results-oriented marketing leader with 20+ years of experience in delivering business and marketing solutions. Equipped with a record of success in B2B, B2B2C, and B2C marketing strategy and execution. Known as a doer, problem solver, and team player who works across teams and functions to create authentic brand experiences to drive business value and growth.

WORK EXPERIENCE

Lead, Member Engagement

January 2024—Present

[Apree Health, SaaS Healthcare Solution and Primary Care Centers](#)

Lead a team of engagement consultants in designing and implementing integrated marketing strategies and campaigns aligned with client and organizational goals. Partner with health plans, self-funded employers and union groups to promote digital experience enrollment and utilization of primary care centers.

Achievements

- Increased appointments and engagement by 5.2% from 2023 to 2024
- Increased new patients by 7.7% and unique patient visits by 22.4% for union group in 2024

Senior Director, Member Engagement

July 2022—October 2023

[Prescriptive Health, SaaS Prescription Solution and Pharmacy Benefits](#)

Acted as marketing thought leader within the customer success team, shaping member engagement strategies and brand positioning to support company growth and revenue objectives.

Achievement

- Developed and executed member engagement strategy to increase registration of high prescription utilizers to 40% and 35% overall

Senior Director, Member Engagement

April 2017—July 2022

[Transcient, A Digital Health and Care Platform \(acquired BridgeHealth\)](#)

Led strategy, execution, and experiment of member engagement to drive activation and utilization of app and care services. Managed and inspired member growth team to develop marketing campaigns that drive awareness, trial, retention, and advocacy.

Achievements

- Developed and executed go-to-market member engagement strategy for product launches with cross-functional collaboration with product, business intelligence, implementation, and live services teams
- Accelerated growth by designing, A/B testing, and optimizing multi-channel campaigns that resulted in increased leads, 25% activation, and 15% boost to surgery program utilization
- Led a team of client marketing managers and marketing automation specialists to drive member activation, app engagement, and care utilization

MICHELLE MUTERT

EDUCATION

DePaul University Kellstadt Graduate School

- Master of Business Administration with Distinction

Michigan State University

- Bachelor of Arts
- Marketing

Pragmatic Institute

- Product Marketing Certification

WORK EXPERIENCE

Marketing Director

January 2014—April 2017

[WellDyne, Pharmacy Benefit Management](#)

Responsible for leading the team in development of positioning, messaging, and development of multi-channel marketing campaigns. Served as project lead on customer quality council to identify root causes of member issues and drive process improvements.

Account Manager

December 2012—October 2013

[Blue Onion, Marketing Agency](#)

Managed client engagements with an emphasis on strategic vision, driving excellent execution, fostering relationships, and improving client P/L. Optimized growth potential for each client and managed resources to achieve margin targets. Managed the agency's two largest accounts: Einstein Noah Restaurant Group and SourceGas.

Marketing Program Lead

December 2010—November 2012

[Walgreens, Pharmacy Marketing](#)

Led marketing strategy and B2C activation plans to increase lifetime value of pharmacy patients through medication adherence programs. Developed marketing briefs, marketing mix, and campaigns to drive demand for Walgreens offerings, pharmacy growth, and profit objectives. Conducted creative and message testing to develop effective marketing communications for patient personas. Commissioned marketing research and determined actionable ways to use consumer insights to improve patient experience and retention.

Business Development Director

March 2003—September 2009

[Magnani Continuum Marketing, Marketing Agency](#)

Managed agency's marketing and business development efforts; served as account supervisor for client strategic planning and execution of brand and marketing communications for the agency and its clients.



TOGETHER EVERYONE ACHIEVES MORE

—MICHELLE MUTERT—

Thank you for your leadership, mentorship, and trust.

YOU ALWAYS MADE THE RIGHT CALL.

More than anything, thanks for being an awesome person.

-Andrew Whelan

Michelle has been a fantastic manager-she asks all the right questions,

CARES ABOUT THE PROCESSES

and getting to the final goal. She always strives to push our department to be doing the best marketing possible for us to be successful.

-Lisa Sharkey

YOU ARE THE PAPERCLIP TO SO MANY.

Holding so many pieces and people together, while supporting each and every one of us. Your expertise in marketing and being a true leader is what brought us to where we are today.

-Agnes Davis

I appreciate your willingness to share your

WEALTH OF MARKETING KNOWLEDGE

-Denise Berger

with me. You've been such a great boss. They are lucky to steal such a great talent.

I could always count on Michelle to quickly understand business needs and identify next steps, which is admirable in a fast-paced, entrepreneurial environment. Michelle has a

GREAT SENSE OF HUMOR

that helps ease tensions in the workplace.

-Laura Casanova

WE'RE ALL SO LUCKY TO HAVE BEEN ABLE TO WORK WITH YOU.

Thank you for always giving such a tremendous effort, commitment, and leadership to our goals and weaving our way through it all!

-Bill Bauer

Michelle is a brilliant and strategic marketing leader - developing teams and programs that drive significant business growth. She knows how to deliver the type of results that matter to the bottom line -

IN PEOPLE AND IN PROFIT.

-Christine Bailey

You've taught me so much - about marketing, our clients, and leadership. It still baffles my mind to think how you were doing all of this by yourself.

YOU BUILT THIS TEAM.

Your contributions and value are immeasurable.

-Marin Hoffman

I'VE BEEN BLESSED TO WORK WITH AND LEARN FROM SOME OF THE MOST EXCEPTIONAL TEAM MEMBERS.

-MICHELLE MUTERT