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# RANDI BOYETTE MEDIA KIT



ADVISORY BOARD  
MEMBER

CHIEF MEMBER

FEATURED IN:

MarketWatch

UPRENEUR

Authority Magazine

AP Associated Press

TBT MAGAZINE

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MARKETS INSIDER

FOX8

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# ABOUT RANDI

## VISIONARY FOUNDER & CEO

As the Founder and CEO of Spark Medical Marketing, Randi Boyette has consistently demonstrated an unwavering commitment to transforming the landscape of medical marketing. With a profound understanding of both the healthcare industry and the intricacies of modern marketing, Randi has driven Spark to the forefront of innovation and success.

## STRATEGIC TRAILBLAZER

With over 10 years experience in healthcare marketing, Randi has excelled in leading a team at Spark that creates custom results-driven strategies. Combining medical science with innovative marketing, Randi's approach has not only elevated Spark to the #1 Healthcare Marketing Company of 2022 but also significantly impacted the profitability of thousands of clients. Alongside sister companies Ignite Media and SyncAI, also founded by Boyette, Spark has consistently delivered exceptional results through strategic digital campaigns and data-driven insights.

## INDUSTRY THOUGHT LEADER

Beyond her role as a CEO, Randi Boyette is a sought-after thought leader in the medical marketing sphere. She frequently contributes insightful articles to industry publications, speaks at conferences, and provides expert commentary on the evolving trends shaping the intersection of healthcare and marketing. Randi and Spark serve as the exclusive official marketing partner of the Aesthetic Advisory Board.

PRIOR SUCCESS WITH:

DIOR



BOSS  
HUGO BOSS

MAC

# AREAS OF EXPERTISE

- HEALTHCARE MARKETING STRATEGY
- MEDICAL BRANDING AND POSITIONING
- DIGITAL MARKETING CAMPAIGNS FOR HEALTHCARE
- PHARMACEUTICAL INDUSTRY INSIGHTS
- AI TECHNOLOGY INTEGRATION
- MEDICAL TECHNOLOGY MARKETING
- DATA-DRIVEN MARKETING SOLUTIONS
- MULTI-CHANNEL MARKETING INTEGRATION
- TEAM LEADERSHIP AND MENTORSHIP
- STRATEGIC PARTNERSHIPS AND ALLIANCES
- MARKET RESEARCH AND ANALYSIS
- TECHNOLOGY IN HEALTHCARE MARKETING
- PRECISION TARGETING
- PATIENT EDUCATION CAMPAIGNS
- DIVERSITY AND INCLUSION INITIATIVES

DID YOU  
KNOW?

RANDI'S PODCAST "THE BEAUTY SHOW", WITH CO-HOST MICHAEL MORETTI, IS GETTING READY TO LAUNCH SOON.