



# Dr. Randi Boyette

EXECUTIVE OVERVIEW



FOUNDER & CEO

**NEWBEAUTY**

CHIEF MARKETING OFFICER



ADVISORY BOARD  
MEMBER

**CHIEF**

MEMBER



PRINCIPAL VISIONARY  
LEADER

## FEATURED IN:

*MarketWatch*



UPRENEUR

Authority  
Magazine

**AP** Associated Press

**TBT**  
MAGAZINE

**yahoo!**  
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**MORNINGSTAR**<sup>®</sup>

MARKETS  
INSIDER

**FOX8**

**Forbes** | Councils

Seeking Alpha<sup>α</sup>

## About

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Randi Boyette is an exemplary leader in the North American medical, aesthetics, and beauty marketing industry, distinguished by her academic achievements at Harvard, Montclair, and Emory, culminating in an MBA and a PhD in Business, Marketing, and Industrial-Organizational Psychology. As the Chief Marketing Officer (CMO) at NewBeauty and CEO of Spark Medical Marketing, Randi has demonstrated unparalleled strategic vision and innovation. Her entrepreneurial spirit is further evidenced by the founding of SyncAI, a division of Spark, which stands as a testament to her foresight in leveraging technology to redefine marketing strategies within the aesthetics sector.

## **STRATEGIC PARTNERSHIPS AND DIGITAL INNOVATION AT NEWBEAUTY**

Since assuming her role at NewBeauty, Randi has been instrumental in establishing a strategic partnership with Spark Medical Marketing, significantly enhancing the platform's digital marketing capabilities. This collaboration has propelled NewBeauty to new heights, expanding its digital footprint and reinforcing its position as a leading authority in beauty trends and innovations. Under Randi's leadership, NewBeauty has embarked on pioneering digital marketing strategies, broadening its audience engagement and setting new benchmarks in the beauty industry.

## **LEADERSHIP AND GROWTH AT SPARK MEDICAL MARKETING**

As CEO of Spark Medical Marketing, Randi has led the company to become the largest aesthetics marketing firm in North America, serving over 4,000 clinics. Under her stewardship, Spark was honored as the Best Healthcare Marketing Company in 2022, a recognition of Randi's effective leadership and the innovative marketing strategies that have driven the company's growth and success. Her strategic vision has solidified Spark's position at the forefront of the industry, known for its commitment to data-driven solutions and measurable results.

- *Randi and Spark serve as the exclusive official marketing partner of the Aesthetic Advisory Board, highlighting their esteemed position and influence within the aesthetics industry.*

## **INNOVATING IN MARTECH WITH SYNCAL**

Randi's entrepreneurial acumen led to the creation of SyncAI, a division within Spark Medical Marketing, focused on harnessing artificial intelligence to revolutionize aesthetics marketing. SyncAI exemplifies Randi's commitment to innovation, utilizing AI to enhance customer engagement and optimize campaign effectiveness. This venture has quickly established itself as a leader in its field, showcasing Randi's ability to anticipate market needs and deploy cutting-edge technologies to meet those demands.

## **A RESPECTED VOICE IN AESTHETICS MARKETING**

Randi is a sought-after speaker, known for her engaging presentations that merge marketing excellence with industry innovation, inspiring professionals across the country. Her insights into the integration of technology in marketing strategies have made her a valuable resource for professionals seeking to navigate the evolving landscape of aesthetics marketing.

- *Additionally, Randi Boyette is a proud member of Chief, a private network designed for women executives to maximize their leadership impact, magnify their influence, and pave the way for the next generation of women leaders.*

## **PROFESSIONAL BACKGROUND AND INDUSTRY IMPACT**

Before her transformative roles at NewBeauty and Spark Medical Marketing, Randi Boyette led US national sales and marketing for Dior for 12 years, a tenure that underscored her adeptness in luxury brand marketing and set a foundation for her subsequent achievements. Her extensive experience also includes pivotal roles with prestigious brands such as Hugo Boss, Chanel, and MAC. This history not only showcases Randi's capability to navigate and lead within the competitive beauty industry but also highlights her broad influence across various high-profile brands. Her work with these brands has been characterized by innovative marketing strategies, significant brand growth, and the successful launch of numerous landmark campaigns, further solidifying her reputation as a leader in the beauty and aesthetics marketing sector.

# Areas of Expertise

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Randi Boyette's expertise spans a broad spectrum of the medical, aesthetics, and beauty industry, where she has consistently driven innovation, growth, and strategic success. Her key areas of expertise include:

- **Innovative Marketing Strategies:** Crafting and implementing forward-thinking strategies that drive significant industry success, with a deep focus on digital transformation and consumer engagement.
- **Entrepreneurial Leadership and Strategic Partnerships:** Founding SyncAI to pioneer AI technology integration, demonstrating a keen ability to innovate and lead in the digital sector. Proven success in forging strategic alliances, notably serving as the exclusive official marketing partner of the Aesthetic Advisory Board.
- **Leadership and Organizational Development:** Building and mentoring high-performing teams, fostering a culture of innovation, excellence, and results-oriented performance.
- **Brand Strategy and Positioning:** Creating compelling brand identities and positioning strategies that resonate within the medical and aesthetic markets.
- **Industry Insights:** Leveraging extensive knowledge to inform strategic decisions and drive innovation.
- **Technology Integration:** Utilizing cutting-edge technologies, including artificial intelligence, to revolutionize marketing strategies and enhance customer engagement.
- **Medical Technology Marketing:** Promoting advanced medical technologies with strategic marketing initiatives.
- **Data-Driven Solutions:** Implementing meticulous data analysis to inform marketing strategies and achieve measurable outcomes.
- **Multi-Channel Marketing:** Orchestrating cohesive campaigns across various channels for maximum impact.
- **Market Research and Analysis:** Conducting comprehensive research to guide strategic planning and decision-making.
- **Precision Targeting:** Employing targeted strategies to effectively reach and engage specific audience segments.
- **Patient Education Campaigns:** Designing informative campaigns to educate patients about treatments and care options.
- **Diversity and Inclusion Initiatives:** Championing efforts to promote diversity and inclusion within the industry.

## Randi Boyette

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