



# Dr. Randi Boyette

# Executive Overview

**NEWBEAUTY**  
CHIEF MARKETING OFFICER



**AmSpa** AMERICAN MED SPA ASSOCIATION  
CORPORATE DEVELOPMENT ADVISOR

**MEDSHIFT**  
STRATEGIC GROWTH ADVISOR



HOST



**CHIEF**  
MEMBER

FOUNDER & CEO

ADVISORY BOARD MEMBER

## About

---

Dr. Randi Boyette is one of the most influential leaders shaping the future of the aesthetics and medical marketing industries. With a rare combination of clinical insight, digital expertise, and business acumen, Randi has become a strategic force behind some of the industry's fastest-growing platforms and most impactful innovations.

As **Chief Marketing Officer of NewBeauty**, she forged a strategic partnership between Spark and NewBeauty to expand its digital capabilities and national influence. Her leadership has helped modernize NewBeauty's marketing presence while maintaining its legacy as the industry's authority on beauty innovation.

Randi also serves as **Corporate Development Advisor at AmSpa**, where she helps shape national strategy, drive key partnerships, and fuel innovation within one of the most respected and influential organizations in medical aesthetics today.

She is the **Founder & CEO of Spark Medical Marketing**, North America's largest aesthetics marketing firm, serving over 4,000 clinics with data-driven campaigns, high-impact digital strategy, and proprietary tools and platforms. Under her leadership, Spark launched SyncAI, an AI-powered marketing division redefining how clinics engage and convert patients across channels.

She also plays a pivotal role in guiding enterprise growth as **Strategic Growth Advisor at MedShift**, where she leads marketing strategy, national education efforts, and expansion of the MedShift Store. Through this partnership, Randi supports MedShift's work with 4,300+ clinics and 42 device and pharmaceutical manufacturers.

As **Principal Visionary Leader of BE HER**, Randi is redefining what it means to support women in aesthetics—with a powerful blend of mentorship, business-building tools, and access to industry-best products through a rapidly growing, high-energy community.

She is the **host of The Dr. Randi Show**, proudly sponsored by NewBeauty, where she sits down with the most influential leaders, innovators, and founders shaping the aesthetics and medical industries.

The podcast explores breakthrough technologies, emerging trends, and the strategies driving the industry forward—and has quickly become a go-to platform for professionals seeking insight, inspiration, and next-level thinking.

By operating across the industry's most influential platforms—NewBeauty, AmSpa, Spark, MedShift, and BE HER—Randi drives growth, education, and strategic innovation from every angle of the aesthetics ecosystem.

# Industry Recognition

---

- **Spark Medical Marketing** named **#1 Healthcare Marketing Company** (2022)
- **SyncAI**, a division of Spark, received the **Technology Innovation Award** (2023) from the Aesthetic Industry Association
- **Dr. Randi Boyette** nominated for the **2024 Prestigious Women Awards**
- **Dr. Randi Boyette** nominated for membership in **Chief**, a private network for senior women executives
- Serving on the **Aesthetic Advisory Board** since 2020

Randi's marketing reach is unmatched: she oversees campaigns that reach a Meta audience of 9 million users actively seeking aesthetic treatments and leads national data studies that uncover emerging trends across treatments, technologies, patient behavior, and the evolving medical aesthetics landscape. Her national data initiatives have positioned her as a go-to source for industry insights, influencing how med spas and medical clinics adapt to consumer behavior shifts and economic trends.

She also advises multi-unit med spa operators and private equity-backed groups on scalable marketing frameworks, digital acquisition models, and market positioning.

A recognized industry speaker and thought leader, Randi is known for her ability to translate innovation into actionable strategies. Her perspective is shaped by more than a decade leading national marketing and sales roles for **Dior, Hugo Boss, Chanel, and MAC**—bringing a luxury brand lens into every facet of aesthetics marketing.

Randi holds an **MBA and PhD in Business, Marketing, and Industrial-Organizational Psychology** and has studied at **Harvard, Montclair, and Emory**, combining academic excellence with hands-on results to lead the aesthetics industry into its next era.

## Featured in:



# Areas of Expertise & Strategic Scope

---

Dr. Randi Boyette's expertise spans the full spectrum of the medical, aesthetics, and beauty industries, where she has consistently driven innovation, strategic growth, and platform-level transformation. 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:** Demonstrated success building and scaling divisions like SyncAI and forming strategic alliances with industry powerhouses including NewBeauty, MedShift, and 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:** Leading large-scale national data initiatives and clinic-level research that uncover actionable trends in consumer behavior, treatment demand, and economic shifts.
- **Technology Integration:** Utilizing cutting-edge technologies, including artificial intelligence, to revolutionize marketing strategies and enhance customer engagement.
- **Medical Technology Marketing:** Driving adoption of new medical technologies and devices through full-funnel campaigns and national visibility strategies.
- **Data-Driven Solutions:** Implementing meticulous data analysis to inform marketing strategies and achieve measurable outcomes.
- **Multi-Channel Marketing:** Orchestrating cohesive campaigns across various platforms 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.
- **Podcast & Thought Leadership:** Hosting The Dr. Randi Show, featuring high-level conversations on innovation and technology in aesthetics, sponsored by NewBeauty.

**Dr. Randi Boyette**



THE DR. RANDI SHOW PODCAST



[LINKEDIN.COM/IN/RANDISPARK](https://www.linkedin.com/in/randispark)



[HELLO@DRRANDI.COM](mailto:HELLO@DRRANDI.COM)



561.665.1871