

Passionate about improving healthcare for all. Career highlights include 16+ years in venture-backed healthcare and biotech startups, leading strategic growth at Xenex, Angelini Pharma, and KinnoS, and leading product evaluations at Boston Children's, Mass General Hospital, Mayo Clinic, MD Anderson, VA and DoD Healthcare System, NHS (UK), SSN (Italy)

KinnoS | Brooklyn & remote | 2021- | VP of Marketing

- Enterprise marketing for a game-changing new infection prevention product with zero brand awareness and unfocused value prop
- Grew database and leads by 196%, 8X revenue growth 2021 to 2022
- Presentations for board, healthcare C-suite, strategic partners, int'l partners
- Developed research strategy and KOLs, thought leadership roadmap
- Product design input and validation process for Gen2 products
- Launch plan for Gen 2 products including product, website, advertising, social, marketing automation and PR strategy and execution
- All content development: writing, graphic design, web design, video
- Investor relations, due diligence interviews, corporate communications

Angelini Pharma | Remote | 2020-2021 | VP of Marketing

- Enterprise marketing for dialysis infection prevention portfolio
- Implemented Marketo automated marketing, integrated to Salesforce flows
- Oversaw \$2M budget
- Created research strategy to expand current products into new markets
- Developed Italian legacy product into new American brand
- Designed go-to-market strategy, business plan, and led team with Deloitte, international biz dev to strategize its American expansion

Yarmarketing | Asheville | 2018-current | CEO

- Marketing & PR consultation for healthcare and biotech startups
- Venture mentoring and strategic vision planning
- New-to-market product strategy
- Scicom consultation: pitch & sales decks, investor relations, clinical trial recruitment and messaging
- Website design and construction
- Automated marketing programming and execution

Xenex | San Antonio | 2011-2019 | Technical Director and Clinical Marketing Manager

- Brought new product to market, then to 45% market share in <4 years
- Led Xenex rebranding, website relaunch, 4 product launches in 3 years, 4 due diligence funding rounds
- Xenex community and corporate spokesperson - Media interviews, PR strategy, earned and paid media representation, including on major news outlets during Ebola crisis
- Developed strategic marketing initiatives, grew brand awareness from unknown to industry leader in 3 years, 40-50% YOY growth in sales from 2011-2015
- Led key stakeholder presentations, trial planning and execution, and management of high profile accounts:
- Boston Children's, Duke, Massachusetts General, Univ of Michigan, MD Anderson, Kaiser Permanente, Mayo Rochester, HCA System, VA Healthcare System, Dept of Defense Hospitals, National Health Service (UK), Servizio Sanitario Nazionale (Italy)
- Product launch to 18 international markets, distributor vetting, and int'l stakeholder engagement
- Presented at community fundraisers, national and local infectious disease and industry stakeholder conferences
- Consultant to hospitals on workflows, internal engagement, PR strategy, and program adoption strategies
- Oversaw studies of Xenex UV disinfection technology, clinical assistance to hospitals for study design, data analysis, manuscript development, journal submission
- On design team for cloud-based customer device management portal and med device UX/UI design
- Managed Salesforce CRM, Marketo, customer cloud portal, website and e-commerce site

Education

MBA w/Healthcare Admin focus, WCU | 2020-2022 (paused during pandemic)
Bachelors of Science, Microbiology Texas A&M University | 2002
CTBS: Certified Tissue Banking Specialist
American Association of Tissue Banks | 2007

Expertise

- Market research and market development
- Healthcare tech and startups
- Startup growth and GTM strategy
- Corporate communication & PR strategy
- Venture evaluation and valuation
- Investor communications
- Biotech, pharma, and HCT/Ps regulation
- Deep knowledge of public health, infectious diseases, biotech, cell and gene medicine, microbiome, med device
- Sales strategy and training
- Translating complex ideas to varied audiences
- Healthcare provider and payer operations
- Implementation & Project Management
- Process Design, Implementation & Validation

Service

President - Board of Asheville Museum of Science
Startup Mentor - Venture Asheville
Board Member - Miracles in Sight Eyebank

RACHAEL SPARKS

Xenex Disinfection Svcs | San Antonio, TX | 2011-2012 | Manager of Account Services

- Renovated messaging 2017 for StoryBrand™ marketing method
- Planned, marketed, produced, and moderated webinars with healthcare leaders
- Led product & clinical marketing including pricing, clinical voice, market research, creative design and messaging, content, budget, earned/paid media, social, automated marketing, sales collateral, KOLs/references, graphic design, blogs, web design, video & audio production, animation, and install base marketing
- Listed on 3 held patents and several int'l and domestic patents pending
- Podcast, video, and animation development and creation, managed video library and remote training modules
- ROI and marketing analysis for acquisition targets, ROI calculator development for sales use and website
- Investor relations, education, and board presentations
- Sales training, sales support and conference presentations
- Growth hacking a go-to-market strategy for new product, new market, new audience
- Implemented first ~100 customer accounts, identified and developed stakeholder champions
- Hired team of 8, built program to replicate initial success and trained sales, account management, product implementation teams
- Oversaw product development engineering team
- Strategic performance metrics for board reporting, led data analysis monthly
- Managed Client Service team plus nationwide account support system
- Wrote user's manual, training manual, standard operating procedures
- Developed and managed contracted nationwide med device maintenance and repair program
- Wet lab management, quality testing and proof-of-concept for new patent applications

Tissue Center of Central TX | Austin, TX | 2003-2011 | Manager of Donor Services

- Community outreach and engagement to improve public perception of donation
- Legislative policy liaison for implementation of 1st person consent laws
- Liaison to hospitals, medical examiners, law enforcement, processors, eye & organ banks
- Mobilized organizational response to 2008 financial crisis, re-org'd for lean management of staff, recouped over \$30,000 in losses
- Developed and managed budgets
- Subject matter expert for internal and FDA audits, audit reports and responses
- Medical screening, grief counseling, surgical team management, medical chart review, steward of tissues through processing for transplant
- Procedure design, tracking, training, QIPs, internal and external audits
- Designed and manage several large databases tracking referrals, donors and tissues, improving data analysis of work performed
- Designed, built, and managed intranet to vastly increase communication efficiencies and traceability between departments
- Maintain continuing education in emerging diseases for staff mentoring and development

Software Fluency

Adobe Creative Suite: Graphic, Video, Audio Design & Layout | Altru | Basecamp | Drupal
EHRs | Ganttter | Google Analytics GSuite Hootsuite | Learning Mgmt Systems
Marketo | Office Suite | Pardot | Salesforce | Slack
Webinar Software | WordPress | Vidyard | Vyond Animation

RACHAEL SPARKS

Curriculum Vitae

EMPLOYMENT HISTORY [linkedin.com/in/rachael-sparks-b1876135/](https://www.linkedin.com/in/rachael-sparks-b1876135/)

Founder and CEO, Yar Marketing, Asheville, NC, 2018-present

VP of Marketing, Kinnos, Brooklyn NY 2021-present

VP of Marketing, Angelini Pharma, Rockland MD & Atlanta, GA, 2020-2021

Clinical Marketing/Manager of Accounts/Training Manager/Clinical Liaison/Corporate Spokesperson, Xenex Disinfection Sacs, Austin & San Antonio, TX, 2011-present (multiple roles in tenure)

Manager of Consent Services, The Tissue Center of Central Texas (now United Tissue Resources), Austin, TX 2003- 2011

EDUCATION

2020 — Western Carolina University, MBA- Healthcare Administration Focus (ongoing)

2005 — Certified Tissue Banking Specialist Training & Certification, American Association of Tissue Banks

2002 — Texas A&M University, Bachelor of Science in Microbiology, foci: Immunology and Resistant Bacteria

RESEARCH | PUBLICATIONS | PRESENTATIONS

Books:

Resistant: A Novel, She Writes Press, October 2018

Courting Behaviors of Birds and Humans, Texas A&M University Press, 2000 (ghostwriter for Dr. J. Manning)

Articles:

The Antibiotic Crisis Scares Me So Much I Wrote a Novel About It, Killer Nashville 2018 How to Balance a Career and Writing, SheWrites.com, 2018

Implementing for Long Term Success, H&HN, 2016 (coauthor Geri Gnant) Winning the Infection Prevention Battle, Becker's Healthcare, 2015

Surgical Site Infections – How Some ORs Are Winning the Battle - Surgical Products Magazine, 2015 An Evidence-Based Case for the Germ-Zapping Robot, Becker's Healthcare, 2014

The Valley Hospital – Partnering to reduce C.difficile infection rates and lower costs, ICT 2013 Hidden Costs of Isolation Cases, ICT 2013

Community Engagement & Presentations:

Presenter, Colorized Disinfection: Evidence for Disinfection You Can See, Webinar, Dec 2022

Presenter, Colorized Disinfection & Infection Prevention, Amer. Prof. in Infection Control, Oct 2022

Presenter, Bacteriophages: History to Present, Amer. Prof. in Infection Control, Oct 2021

Presenter, Clinical Translation, Editorial Freelancer's Association Conference, August 2019

Presenter, Current Research in Efficacy and Effectiveness of Pulsed Xenon Disinfection, C.diff Foundation Conference, May 2017

Co-presenter, From Innovation to Standard of Care with Dr. Priya Sampathkumar, Mayo Rochester, 2017 (webinar) Co-

presenter, Targeted Approach: Maximizing Your Xenex Program with Dr. Kristin Pickerell, 2017 (webinar)

Co-presenter, moderator, Building a Culture of Patient Safety in Today's Healthcare Environment with Healthcare Executives Paul Hiltz and Kelly Curry, Becker's Healthcare 2017 (webinar)

Presenter, Tissue Donation Past & Present, Texas Legislature, 2010

Lead Community Engagement Presenter, 2003-2011, Tissue Center of Central TX

RESEARCH

2011-2017 Microbiological and epidemiological research within for and non-profit hospitals, in private and government labs on behalf of Xenex Disinfection Services. Industry research contributing to publications, including study design and oversight and clinical data management. Clinical database and cloud portal development for said projects.

PATENTS

USD745763S1 Handle for mobile device, 2013 | US2014/059698 Containment curtains as well as systems and apparatuses, 2014

SERVICE & PROFESSIONAL MEMBERSHIPS

Director, Board of Miracles in Sight Eye Bank, present | President, Board of Asheville Museum of Science, present | Venture Mentor, Venture Asheville/Asheville Chamber of Commerce, 2016- 2017 | Member, American Association of Tissue Banks (AATB) | Member, Society for Healthcare Epidemiology of America (SHEA) | Member, Association for Professionals in Infection Control (APIC) | Member, Editorial Freelancers Association (EFA)

INTERESTS

Bacteriophage Therapy
Vaccine Development & Public Health Initiatives
FMT Therapy
Women's health, prenatal care, and quality of care improvement
Population health initiatives & health equity strategies
Impacts of ACA regulatory changes on healthcare ecosystem and market expansion
Outcomes-based healthcare policies and sales strategies
Payer reimbursement models for improved patient care quality and expanding access to innovative tech
Storytelling marketing and psychological motivations for community health program engagement
Science communication for coherent messaging of complex topics
Program architecture for improved provider services & user engagement