

PORTFOLIO

Mason Brown

Acquisition, conversion, and revenue growth for B2B SaaS platforms.

Chicago, IL | masonbrown.co | MBA, Lee University

200K

AUDIENCE BUILT

\$1.65M

ARR BUILT

+351%

CORE ACTION LIFT

+135%

ORGANIC TRAFFIC

ABOUT

Full-funnel growth with the judgment to build systems that compound.

I build and scale acquisition channels from scratch. At Experts Exchange I took a dormant email list to 200K subscribers and \$1.65M projected ARR in eight months. I increased first-time signups 18%, drove a 135% organic traffic lift through technical SEO, and ran the pricing experiment that added \$3 per user.

I tend to work across the full funnel: audience strategy, acquisition channels, activation moments, conversion optimization, retention, and monetization. The kind of work that ties together when one person owns the whole picture.

This portfolio highlights five specific projects. Each one is presented as an interactive case study covering the problem, my approach, the work itself, and the results.

"Mason has a strong ability to translate complicated, non-linear information into clear, compelling narratives. He consistently distills ambiguity into crisp, digestible insights that resonate across functions and levels of the organization."

MEGGIE KUHN, DIRECTOR OF PRODUCT MARKETING,
COVERMYMEDS (MCKESSON)

WHAT I DO WELL

- Build audience channels from zero (newsletter, content, community)
- Conversion rate optimization across acquisition and activation
- Product-led growth, activation moments, onboarding redesign
- Pricing, monetization, CAC/LTV modeling
- Technical SEO, analytics implementation (Amplitude from scratch)
- Building production AI systems to replace manual workflows

HOW I WORK

- Pattern first. Find what's actually happening before moving.
- Ship, measure, iterate. First insight through last deliverable.
- Build, don't just advise. Make things that keep working.



A PRODUCT OF EXPERTS EXCHANGE

01

0 to 200K in 8 Months

Built a newsletter from scratch into a \$1.65M ARR revenue channel

200K Subscribers | 60% Open Rate | \$1.65M ARR

THE PROBLEM

A 5-Million-Person Audience With Nothing to Read

Experts Exchange had tens of thousands of email contacts. Almost none of them were engaged.

The Email List Was Dead

Open rates hovered around 10%. Most sends were transactional or promotional with no consistent editorial identity. The list existed on paper, but it was not a channel anyone relied on for growth or revenue.

There was no reason for anyone to open these emails. No voice, no value, no consistency. Just noise in an inbox.

The Opportunity I Saw

The audience was 5M+ IT professionals and developers. People who follow industry news closely, care deeply about technical developments, and have zero tolerance for marketing fluff.

If the content actually respected their time and intelligence, the email channel could become far more valuable than anyone expected.

"I actually read this! I never read these kinds of emails. Very informative and entertaining. Just wanted to say thanks."

BYTESIZE READER

"I don't 'do' IT, but damn, I do enjoy your newsletter. I don't even know how you found your way into my Inbox. I really do connect with your type of humor."

BYTESIZE READER

"The witty take on big tech stories is the main reason I read this newsletter. It's concise, so not too much cognitive load."

BYTESIZE READER

MY ROLE

I Created ByteSize From Scratch

Concept, brand identity, editorial voice, production system, revenue model. All of it.

WHAT I BUILT

- Newsletter concept, name, and brand identity (ByteSize)
- Chip the mascot and full visual system
- Editorial voice and tone guidelines
- Weekly production workflow in ESP
- Landing page (go.experts-exchange.com/bytesize)
- Sponsorship packages and ad sales materials
- Pricing model for advertisers

WHAT I RAN

- Primary writer for the first several months
- Transitioned to executive editor as it scaled
- Story curation and content approval each week
- Visual asset production for every send
- Formatting QA and technical production
- Performance tracking and optimization
- Advertiser relationship management

THE EDITORIAL STRATEGY

Developers and IT professionals have a strong instinct for marketing fluff. The editorial tone leaned into humor, strong opinions, and practical relevance rather than corporate messaging.

Concise, high-signal updates on relevant technical developments. Written with a voice that acknowledged the intelligence and skepticism of the audience. Five-minute read, max.

THE REVENUE INSIGHT

A highly engaged niche audience is far more valuable than a large but disengaged one. At 60% open rates, advertisers were willing to pay a premium to reach this audience. Early sponsorship deals exceeded \$10K per placement.

Building a Newsletter People Actually Wanted to Open



The ByteSize Identity

I built the brand from the ground up: the name, the dot-matrix typography, the retro-computing visual language, and Chip, the 8-bit mascot. Every element was designed to signal "this is made by people who actually understand tech culture."

- Dot-matrix display font for the wordmark, nodding to early computing
- Chip the mascot: an 8-bit character that could express personality across formats
- Tagline: "Your Weekly Dose of IT Intelligence"
- Retro hardware imagery (keyboards, CRT monitors) grounding the brand in IT heritage
- Tone that balanced genuine expertise with irreverent humor

The brand needed to feel like it came from inside the IT community, not from a marketing department trying to reach it.

Every Section Earns Its Place

Each issue follows a repeatable structure designed for scannability, value density, and personality.



News Roundup

Must-know tech headlines and why they matter. Covering everything from French hackers demanding baguettes as ransom to Microsoft inventing a new state of matter.



Tool Time

Battle-tested tools that enhance productivity. Each recommendation includes a personality-driven description that makes enterprise software actually sound interesting.



Job Opportunities

Career moves worth attention, carefully filtered to exclude ghost job postings. Real roles from real companies, not algorithmic spam.



Industry Moves

Weekly pulse check on mergers, acquisitions, product launches, and executive shuffles. The context behind the headlines.

CADENCE

Every Tuesday. Consistent enough to build habit, infrequent enough to stay welcome. Each issue is a five-minute read maximum.

VOICE

"We respectfully decline to use the phrase 'digital transformation journey.'" The tone treats readers as smart adults, not leads to be nurtured.

PRODUCTION

Story curation, writing/editing, visual asset creation, ESP formatting, QA, and performance tracking. All weekly, all operationalized.

GROWTH

The Growth Curve

From a dead list to the company's most important channel in under a year.

~10%

Starting Open Rate

60%

Peak Open Rate

200K

Subscribers at 8 Months

6x

Open Rate Improvement

OPEN RATE TRANSFORMATION

Before

~10%

After

60%

SUBSCRIBER GROWTH (8 MONTHS)

Month 1

~15K

Month 3

~60K

Month 5

~110K

Month 8

200K

What Drove the Growth

- Reactivation of dormant contacts through genuinely valuable content
- Organic referrals from readers who forwarded issues to colleagues
- Consistent quality that kept unsubscribe rates near zero
- Voice and tone that stood out from every other tech newsletter

The engagement level was not a spike. Open rates stabilized around 60% and stayed there. The audience was real, retained, and responsive.

REVENUE

From Content Channel to Revenue Engine

ByteSize became the company's top revenue channel within months of launch.

The Ad Model

I developed the sponsorship model from scratch: packages, pricing, sales materials, and the pitch to advertisers. The value proposition was simple: a highly engaged niche audience that other channels could not reach at this engagement level.

- Weekly cadence = ~52 sponsorship slots per year
- 60% open rate made every placement high-value
- 2-3% ad click-through rates (well above industry average)
- Early deals exceeding \$10K per placement validated the pricing

\$80K+

Initial Revenue Generated

\$1.65M

Projected ARR at Scale

2-3%

Sponsor Ad CTR

\$10K+

Early Placement Deals

READER RESPONSE

What Readers Say

Unsolicited feedback from real subscribers. These came in unprompted, week after week.

"I really enjoy the writing style. It's informative and witty and filled with asides and references that tickle my millennial brain."

READER

"The fact is you deliver excellent, compact content with wittiness. Short and sweet so keep it coming and thank you for your work."

READER

"Not sure if this reply will go to anyone, but I just had to say that your writers are FUNNNY! Thank you for brightening my day with interesting news in a way that made me laugh."

READER

"I read every week and frequently marvel at the cheeky references and asides with a 'I would never have thought of that but it's perfect!' kind of awe."

READER

"Tool time is absolutely great. The newsletter is absolutely great. Not much info, very condensed; a joy to read."

READER

"It's great to get some misc little news from this and that, I don't have time to look it all up myself. Not too elaborate. Love from Denmark."

READER

RESULTS

What It Delivered

200K

Subscribers in 8 Months

60%

Open Rate (Sustained)

\$1.65M

Projected ARR

WHAT I BUILT

- Complete newsletter brand from concept to revenue
- Visual identity, mascot, and editorial voice
- Weekly production system and editorial workflow
- Sponsorship model, pricing, and sales materials
- Landing page and subscriber acquisition strategy
- Performance tracking and optimization loop

WHAT I LEARNED

- A niche audience with high engagement is worth more than a massive list with low engagement
- Voice and personality are competitive advantages, not nice-to-haves
- Treating readers as intelligent adults builds trust faster than any growth hack
- Revenue follows engagement, not the other way around
- Consistency in quality and cadence compounds over time

STILL RUNNING

ByteSize publishes every Tuesday and continues to grow. The brand, voice, and production system I built remain the foundation of the newsletter today.

THE BROADER IMPACT

ByteSize proved that Experts Exchange's audience, 5M+ IT professionals, could be activated through content that respected their intelligence. It became the template for how the company thought about audience engagement going forward.



02

Redesigning the Reward Loop

Product launch for engagement and retention at a B2B SaaS community platform

+25% User Activity | +20% Reactivations | 5-Phase Rollout

THE PROBLEM

A Community That Forgot How to Reward Its People

Experts Exchange had a 25-year history of rewarding contributors. Then it stopped.



Engagement Plateau

User activity had flatlined. The platform used a points-based system, but the mechanics were opaque and offered no clear sense of progress or status.



Rewards Eliminated

In 2016, EE shifted to a "professional" strategy, stripping visibility from the points system and totally eliminating physical rewards. Engagement cratered.



User Feedback Was Clear

"I used to love EE when they gave out T-shirts, now I don't see the point in using it anymore." Legacy users were vocal about what was lost.

NO PROGRESS VISIBILITY

Contributors accumulated points but had no feedback on whether their contributions mattered. No milestones, no progression, no recognition.

NEW USER DROP-OFF

New users arriving from organic search had no "hook" to keep them engaged beyond their initial question. No reason to come back.

THE OPPORTUNITY

This project was not assigned to me. I identified the gap, built the business case internally, and led the entire initiative from concept through launch.

MY ROLE

End-to-End Ownership

I wrote the PRD, led the competitive research, designed every screen in Figma, coordinated with engineering, and owned the GTM rollout.

What I Owned

- Competitive research across Stack Overflow, SpiceWorks, Reddit, Quora, and AI tools
- Product requirements document with five-phase rollout plan
- Full UX/UI design in Figma (levels, badges, certifications, challenges, rewards, trophy room, notifications)
- Points utility logic and progression curve design
- Coordination with engineering through development
- Go-to-market rollout and phased launch strategy

Competitive Insight

Competing forums like Stack Overflow, SpiceWorks, and Reddit all offered points-based gamification and digital rewards. None offered free physical rewards for all users. AI chatbot tools offered no competition or rewards element at all.

The gap was clear: a tangible "hook" reward early in the user journey, paired with a visible progression system, could differentiate EE from every alternative.

"I already need an answer, I might as well get something out of it if I can. After asking my two questions, I realize that not only am I getting a free shirt, but this is also a pretty solid resource."

TARGET USER STORY, FROM PRD

Five-Phase Rollout Plan

Each phase introduced new functionality while preserving stability. No big-bang launch.

01

Points & Rewards

Dashboard, progress bars, level icons, physical rewards, point tracker UI, toast notifications for level-ups.

02

Achievements & Challenges

Achievement badge system, seasonal challenges with bundled tasks, time-limited rewards, challenge progress tracking.

03

Certifications & Activity

Topic certification badges with new tiers, activity log, overview dashboard, expanded levels page.

04

Social & Trophy Room

Two-click social sharing from the dashboard. Standalone trophy room page for sharing accomplishments externally.

05

Profile Integration

New React profile page showcasing accomplishments. Gamification dashboard replaces the legacy home page.

Level Progression and Physical Rewards

175 Levels, 7 Tiers

25 unique icon designs across Bronze, Silver, Gold, Amber, Platinum, Diamond, and Emerald tiers. Icons reset with each new tier to create recurring milestone moments.

Physical rewards are tied to level thresholds: t-shirts, hats, hoodies, coffee mugs, backpacks, portable monitors, Funko Pops, and a framed 1M-point certificate at the top end.

Points are earned through real contributions: asking questions, providing solutions, writing articles, creating video tutorials, and completing challenges.



POINTS & REWARDS

Level Icons

The new level icon system is designed as a visual signifier of a member's Experts Exchange level.

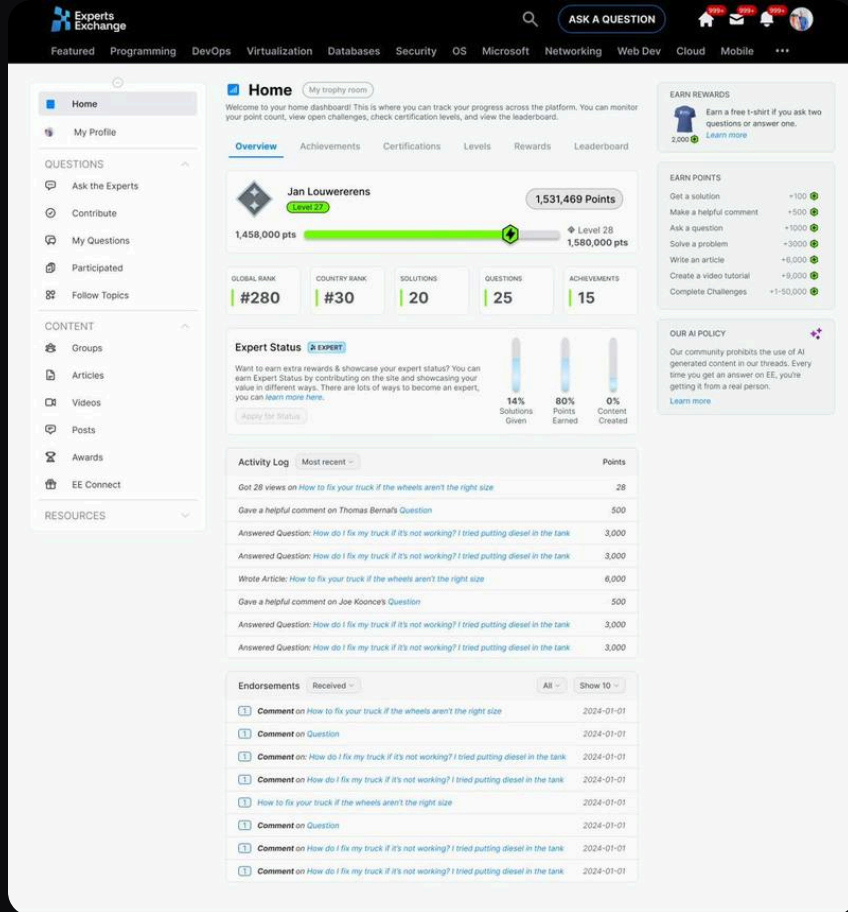
The new UI system features 25 unique icon designs and seven level tiers - Bronze, Silver, Gold, Amber, Platinum, Diamond, and Emerald.

Badge designs will reset as members enter a new level tier.

These level icons are designed to reward members for their continued engagement on Experts Exchange and give them regular milestones for continued contribution.



The Overview Dashboard



Everything in One View

The overview dashboard consolidates level progression, global/country rankings, Expert Status, activity log, and endorsements into a single page.

- Progress bar showing current level, points, and distance to next level
- Global rank, country rank, solutions count, questions, and achievements at a glance
- Expert Status module with contribution breakdown
- Activity log tracking every point-earning action
- Sidebar with "Earn Rewards" CTA and "Earn Points" reference

Tabs across the top (Overview, Achievements, Certifications, Levels, Rewards, Leaderboard) give depth without overwhelming the first view.

PHYSICAL REWARDS

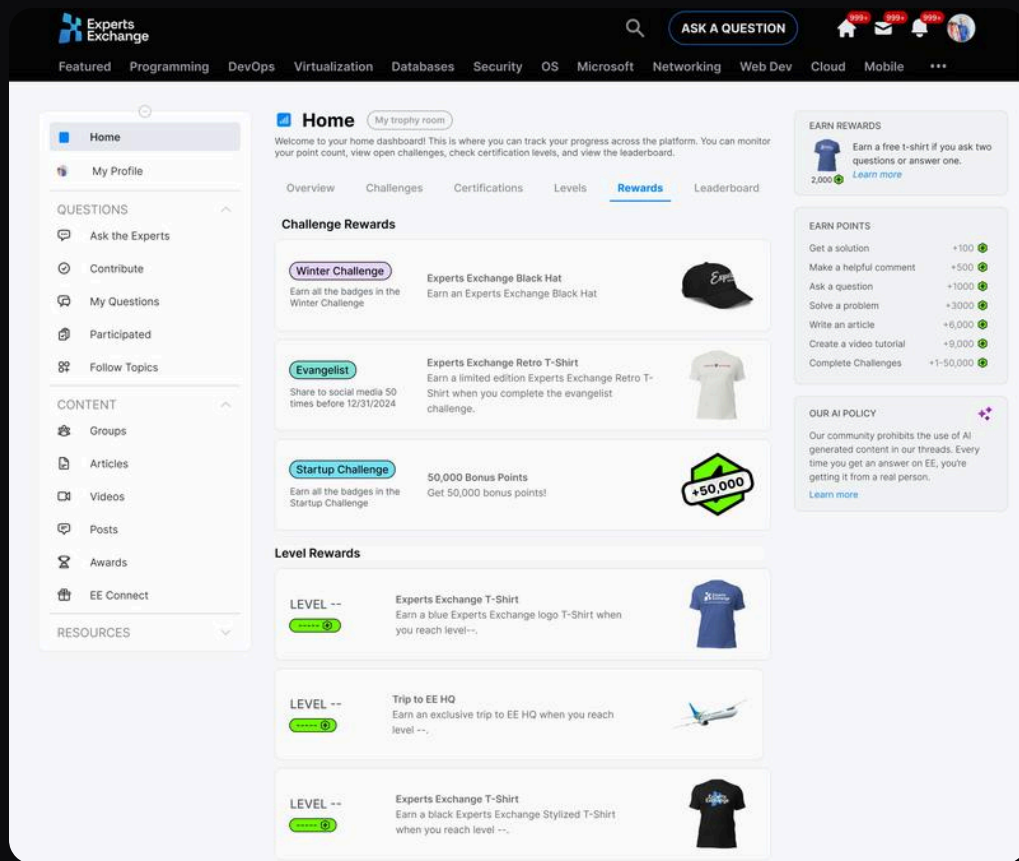
The Reward Ladder

Tangible Incentives at Every Tier

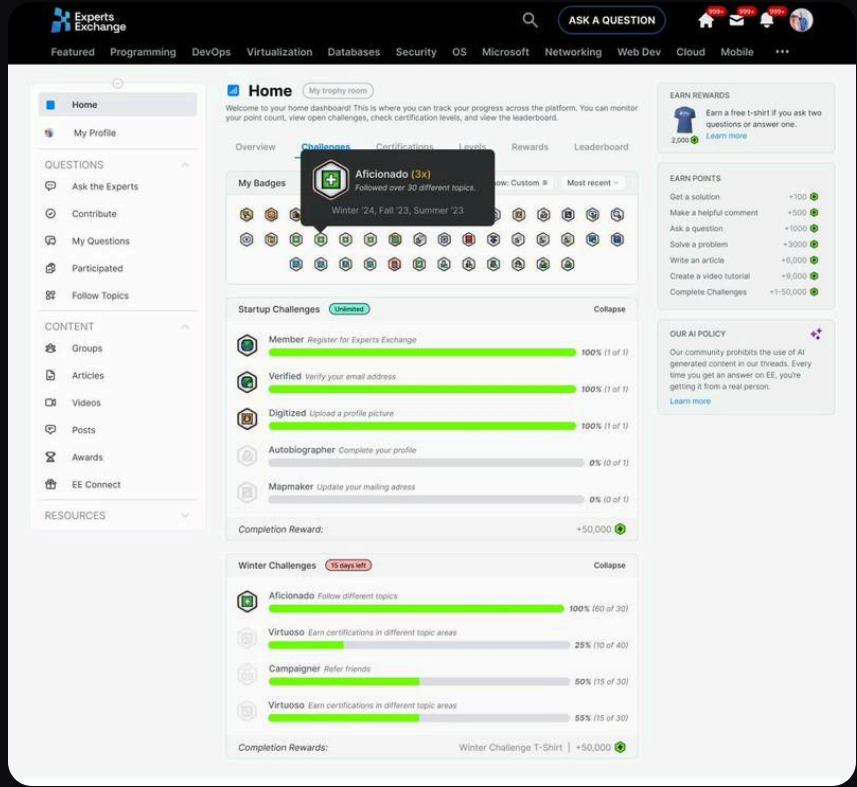
The reward system was designed to create a visible "next thing to work toward" at every stage. Early rewards are accessible (a t-shirt within the first few levels), while later rewards scale in exclusivity.

- Challenge Rewards: seasonal items earned by completing bundled achievement sets
- Level Rewards: 15+ tiers of physical swag from t-shirts to backpacks
- Built an address verification and redemption system
- Admin tools for outstanding rewards, returns, and delivery tracking

The key differentiator from every competitor: EE was the only technical community offering real physical rewards to all users, not just top contributors.



Achievements and Seasonal Challenges



Recurring Reasons to Return

Achievements are specific tasks or task groups ("Ask a Question," "Answer a question in 5 different topics"). These bundle into Challenges, which are time-limited sets with completion rewards.

- **Startup Challenges:** Permanent onboarding tasks (register, verify, upload photo, complete profile)
- **Seasonal Challenges:** Time-limited (15 days), rotating achievement sets with exclusive rewards
- Progress bars for each individual achievement within a challenge
- Completion rewards: bonus points + exclusive physical items (e.g., Winter Challenge T-Shirt)

Each achievement badge is unique, with pixel-art styling that respects the developer/IT aesthetic of the community.

VISUAL IDENTITY

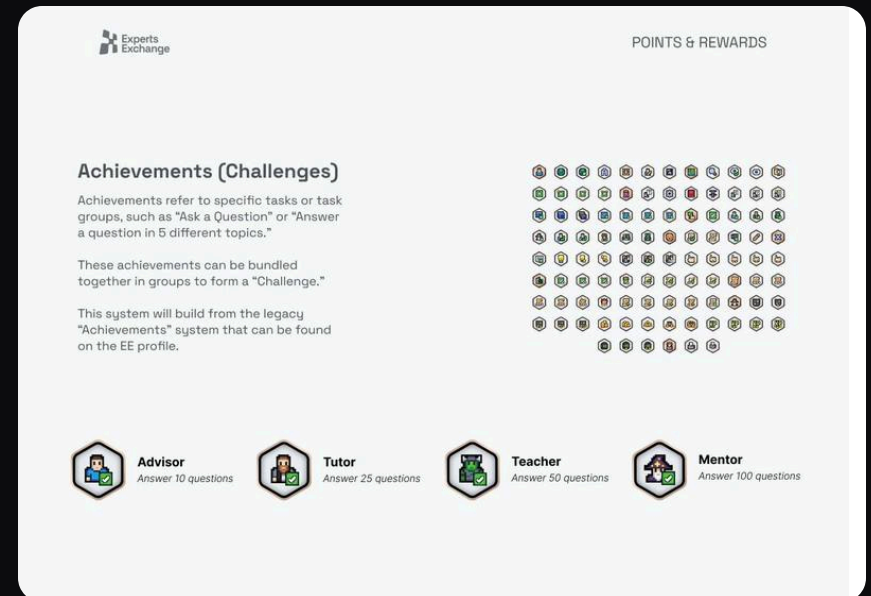
Achievement Badge System

90+ Unique Badges

Each achievement has its own custom pixel-art badge with tiered progression. The Advisor, Tutor, Teacher, and Mentor progression rewards increasingly deeper contributions with increasingly detailed icons.

- Hexagonal badge frame with pixel-art character illustrations
- Tiered completion indicators (checkmarks for earned, outlined for in-progress)
- Hover states showing achievement name, count, and completion dates
- Grid layout supporting both "recent" and "custom" sort views

The visual system was designed to feel native to the developer/IT audience, not like generic corporate gamification.




Topic Certifications

From Legacy to Shareable

The old certification system had a single row of identical blue icons. The new system introduced 20 distinct certification levels per topic, each with a unique metallic badge designed to be shared on LinkedIn, X, and resumes.

- Topic-level progression from Novice through Legend
- Progress bars showing distance to next certification tier
- Social sharing modal with pre-formatted posts for LinkedIn, X, and Facebook
- Badge designs graduate from bronze to iridescent as tiers increase




POINTS & REWARDS

Certifications


The new certification system is designed as a visual signifier of a member's achievement in a certain topic area.

The new certification system will build on the previous system, while adding new badges at different topic levels.


These badges are designed to be shared and displayed, both on EE and outside of EE on LinkedIn or a Resume/CV.



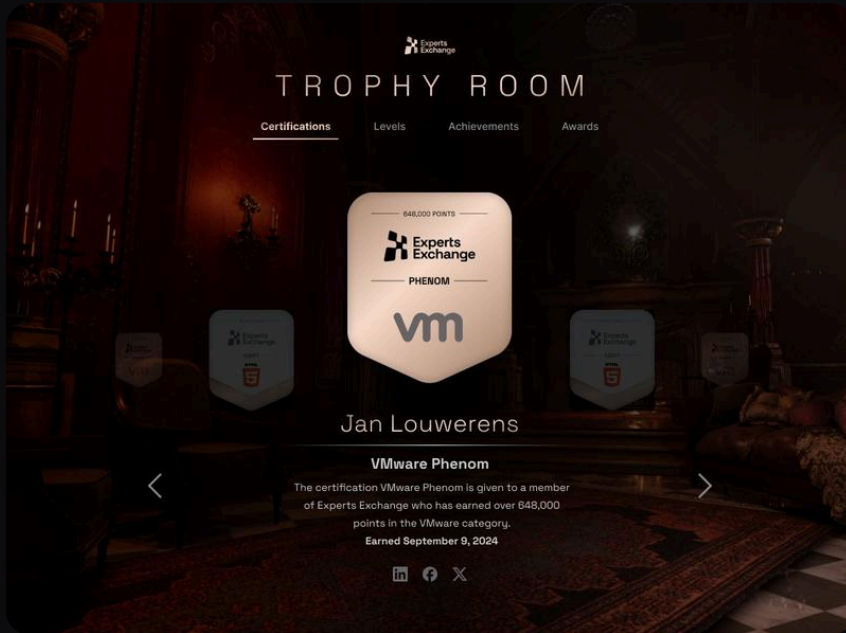
LEGACY SYSTEM



NEW SYSTEM



The Trophy Room



An Immersive Showcase

A standalone page designed specifically for external sharing. Users can link to their trophy room from social profiles, portfolios, or resumes to display certifications, levels, achievements, and awards.

- Dark, cinematic visual treatment distinct from the main product UI
- Carousel navigation between certifications with full badge detail
- Tabs for Certifications, Levels, Achievements, and Awards
- Social sharing links (LinkedIn, Facebook, X) on every item

The trophy room was a bet on vanity as a growth lever. If users are proud enough of their accomplishments to share them, each share becomes organic distribution for the platform.

Real-Time Feedback System

Instant Gratification

Toast notifications appear in real time as users earn badges, certifications, and level-ups. Each toast includes a share button so users can broadcast their achievement immediately.

- **Level Up:** "You leveled up! Level 28" with share buttons
- **Certification Earned:** "Explorer - AWS" with share buttons
- **Badge Earned:** "Aficionado - Followed over 30 different topics" with share buttons

The persistent progress bar at the top of every page keeps the gamification layer visible without being intrusive. Users always know their level, points, and what they can earn next.

The screenshot displays the Experts Exchange interface. At the top, a navigation bar includes the logo, search, and an 'ASK A QUESTION' button. Below the navigation, a user profile for 'Jan Louwerens' (Level 27) is shown with a progress bar and points (1,531,489). The main content area features a 'Contribute' section with a search bar and a list of questions. A specific question titled 'Backing up Exchange Online mailbox data/configurations - best practices?' is highlighted. On the right, there are sections for 'EARN REWARDS', 'WINTER CHALLENGES', and 'POINTS LEADERBOARD'. At the bottom, three toast notifications are visible, each with a 'Share' button and social media icons. The first toast is for 'Certification Earned! Explorer - AWS', the second for 'Badge Earned! Aficionado - Followed over 30 different topics', and the third for 'You leveled up! Level 28'.

RESULTS

What It Delivered

The system shipped in phases, with each phase building on the last. Metrics measured after the initial rollout.

+25%

Overall User Activity

+20%

Account Reactivations

5

Phase Rollout, Zero Downtime

CLEARER PARTICIPATION PATH

Users could see where they stood, what they had achieved, and what they could work toward next. The system turned passive scorekeeping into visible progression.

REDUCED COMPLAINTS TO NEAR-ZERO

The old system generated consistent complaints about lack of recognition. After launch, those complaints effectively disappeared.

SYSTEM REMAINS ACTIVE

The gamification system remains live on the platform today, continuing to drive engagement long after the initial launch.

WHAT I BUILT

- PRD with five-phase rollout strategy
- Full UX/UI in Figma: 7 interconnected system components
- 175-level progression system with 7 tiers
- 90+ achievement badges with pixel-art design
- 20-tier topic certification system

WHAT I LEARNED

- Phased rollouts reduce risk and build internal momentum
- Tangible rewards are still an underused differentiator in B2B communities
- Vanity metrics (shareable badges, trophy rooms) drive organic distribution
- The best gamification feels native to the audience, not bolted on

03

Building the AI-First Marketing Function

Production AI systems, compound intelligence, and full-stack marketing coverage

3 Production Tools | 5+ APIs | 8 Functions Covered

The Rules Changed. Most People Haven't Noticed.

The market is converging on a single insight: one marketer with AI systems can outproduce an entire team.

What the Industry is Saying

- "One growth marketer with AI systems outproduces a 5-person agency team. This isn't a thought experiment. It's my Tuesday." (GrowthMarketer, March 2026)
- "2026 is the Year of the Full-Stack AI Marketer." (Kieran Flanagan, former SVP Marketing at HubSpot)
- "The competitive advantage is not access to AI. Everyone has access. The advantage is clarity of strategy." (Hot in Social Media, 2026)
- "Marketers in 2026 aren't becoming AI engineers. They're becoming AI orchestrators." (CMSWire, January 2026)

What This Actually Means

AI doesn't replace strategy, taste, or cross-functional judgment. It replaces the execution bottleneck that used to require a team of specialists.

A marketer who can think across the full stack (positioning, growth, product, design, analytics, enablement, competitive intel) and build AI systems to execute across it is no longer a generalist.

They're a marketing function.

"AI doesn't replace the best. It replaces the baseline and lifts it dramatically. The tools matter less than how they're orchestrated."

INDUSTRY CONSENSUS, 2026

THE THESIS

The Fundamentals Are What Matter. The Tools Are Interchangeable.

This approach is agnostic of any specific tool, API, or platform. The value is in the strategic architecture, not the vendor.

THE BUILDER-STRATEGIST

Most marketers use AI to write faster. I build production systems that make entire functions operational. The tools keep working after I move on to the next problem. That's the distinction between adoption and infrastructure.

WHY GENERALISTS WIN NOW

The old world punished generalists. Deep knowledge across positioning, growth, product, design, and analytics meant you didn't fit neatly into a single job description. The new world rewards exactly that. AI removes the execution bottleneck. Cross-functional judgment becomes the multiplier.

TOOL-AGNOSTIC BY DESIGN

HubSpot? We pipe into HubSpot. Salesforce? We do that. Leads from Apollo, ZoomInfo, Clay, or any of the billion scraper tools out there? We connect those. Slack or Teams? Doesn't matter. The philosophy is: find the connectors that work and put rocket fuel in whatever system already exists.

THE PRINCIPLE

- Good prompts help. Good product design is what makes them repeatable.
- AI tools are only useful when the surrounding structure is strong.
- The research has to be right before the system can be right.
- Every company has a different stack. The skill is integration, not allegiance.

WHAT I'VE BUILT WITH

- Claude API, OpenAI API, Deepgram for intelligence layers
- Claude Code for building and shipping daily
- Jina Reader, Firecrawl for web intelligence
- X API, Reddit API for social signals
- Azure, Vercel, Node.js, Next.js
- Tomorrow it could be anything else. The pattern transfers.

WHAT I'VE SHIPPED

- Buyer intelligence content engine (production)
- Competitive intelligence aggregator (production)
- Voice-to-text research application
- Portfolio site, landing pages, sales tools
- This entire visual portfolio

Buyer Intelligence Content Engine

Takes structured buyer journey inputs and returns ranked, confidence-scored content recommendations. Makes research operational.

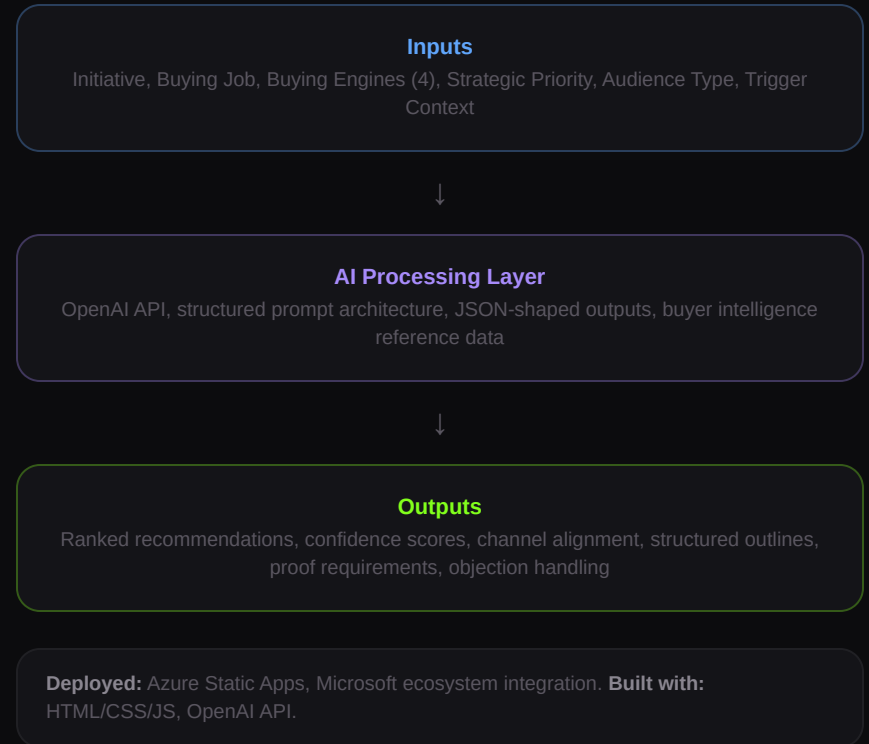
The Problem It Solves

Deep buyer research loses its value the moment it sits in a slide deck. A demand gen lead planning a campaign starts from scratch instead of mining existing intelligence. A salesperson preparing for a meeting relies on instinct instead of the research infrastructure available to them.

This tool closes that gap. The research stays alive and keeps working.

How It Works

- Input the initiative, buying job, buying engines, priority, audience, and trigger context
- System returns top 3 ranked content recommendations with confidence scores
- Each recommendation includes channel, format, and audience alignment
- Full structured outline for the top-ranked asset
- Proof requirements across Financial, Operational, Technical, and Risk dimensions
- Objection handling mapped by buying engine



Competitive Intelligence Aggregator

Multi-source competitive monitoring that classifies signals automatically. Replaces manual competitive research with a persistent system.

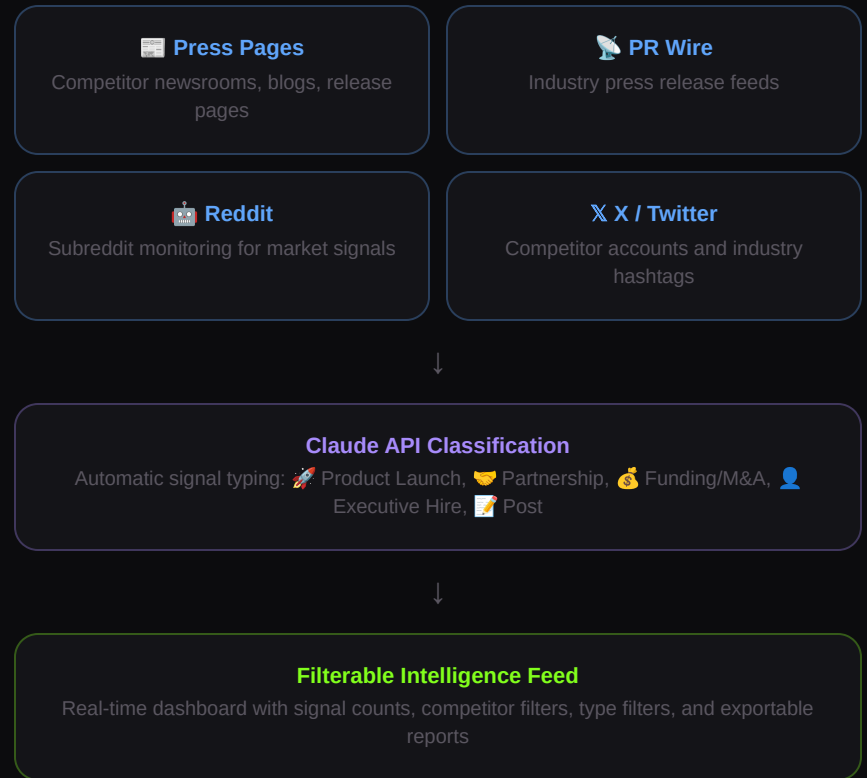
The Problem It Solves

Competitive intelligence at most companies is a quarterly slide deck that's outdated by the time it's presented. Conferences, product launches, partnerships, funding rounds, and executive hires happen continuously. No one is watching all the sources, all the time.

This tool does. It monitors press pages, PR wires, Reddit, and X for competitor activity. Signals are classified automatically by type: product launch, partnership, funding/M&A, executive hire, or general post.

The Architecture

- **Jina Reader + Firecrawl:** Web scraping and content extraction from competitor press pages
- **X API + Reddit API:** Social signal monitoring for real-time market chatter
- **Claude API:** Signal classification and intelligence summarization
- **Deployed on Vercel** with persistent monitoring



Compound Intelligence: The Self-Maintaining Marketing Engine

The next frontier isn't individual tools. It's a persistent knowledge system that gets smarter with every interaction.

The Karpathy Pattern, Applied to Marketing

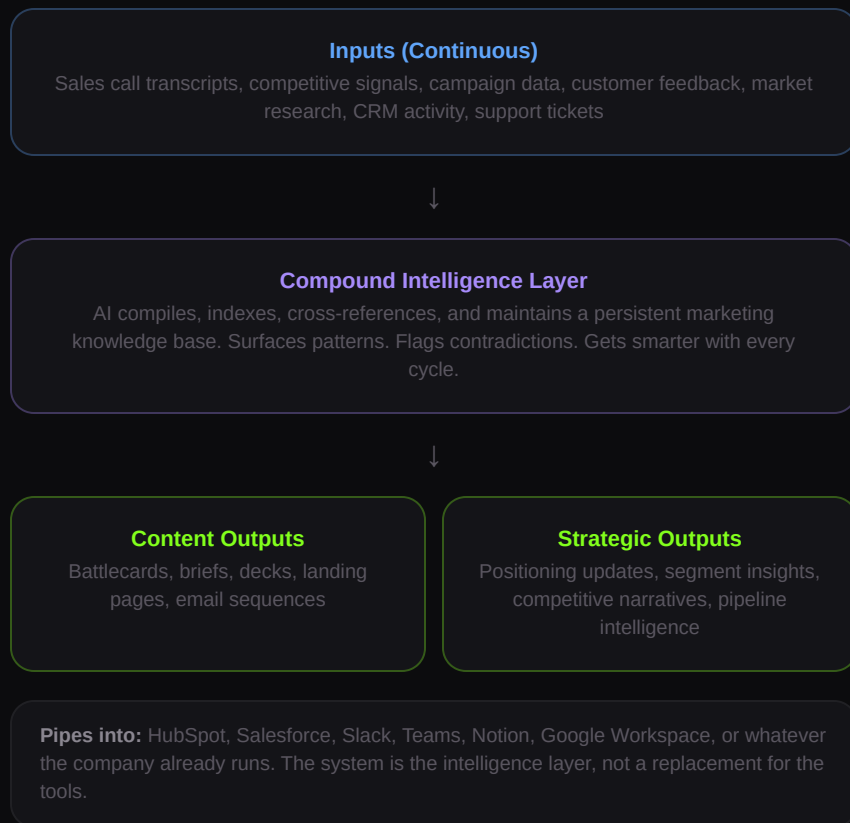
Andrej Karpathy recently described an AI system that builds and maintains a self-updating knowledge base from raw research. No vector databases, no complex RAG pipelines. Just an LLM that compiles, indexes, cross-references, and heals its own knowledge over time. 100 articles, 400,000 words, zero manual maintenance.

That pattern is designed for personal knowledge management. Now imagine it pointed at a marketing function.

The Marketing Application

Every sales call transcript, every competitive signal, every campaign performance report, every customer conversation flows into a persistent intelligence layer. The system compiles it, cross-references it, surfaces patterns, and feeds outputs directly into whatever tools the company already uses.

The buyer research from Q1 doesn't sit in a slide deck. It compounds. The competitive signals from last month inform this month's positioning. The objection patterns from 50 sales calls become next quarter's content strategy. Nothing starts from scratch.



The System Behind the Systems

AI isn't a tool I use sometimes. It's the operating layer for everything I build and ship.

CLAUDE CODE: THE BUILD LAYER

This is the biggest unlock. When a marketer can build landing pages, implement tracking, create custom reporting dashboards, and ship experiments without a developer, the entire speed equation changes. I'm not waiting on engineering tickets. I'm building and shipping in the same afternoon I have the idea.

CLAUDE: THE STRATEGY LAYER

Research synthesis, competitive analysis, positioning work, content architecture, interview prep, messaging frameworks. The AI handles volume and first-draft structure. I provide the judgment, the taste, and the domain expertise that makes outputs specific instead of generic.

WHAT THIS LOOKS LIKE IN PRACTICE

- Built a 76-slide buyer persona library with AI-assisted research synthesis
- This entire visual portfolio was built in a single working session
- Landing pages go from concept to live in hours, not weeks
- Competitive analysis that would take a team a week takes an afternoon
- Sales training materials that integrate live research, not stale decks

THE MULTIPLIER EFFECT

The AI handles the volume. I provide the judgment. The output is not AI-generated content. It's AI-accelerated strategy, built by someone who understands what good looks like across every marketing function. That distinction is everything.

What One Person Covers

Each function backed by real experience and amplified by AI systems. Not theoretical. Built and shipped.



Positioning & Messaging

April Dunford methodology, messaging hierarchies, competitive narratives, value proposition development

AI: RESEARCH SYNTHESIS, COMPETITIVE ANALYSIS



Growth & PLG

Newsletter scaling (0 to 200K), conversion optimization, activation moments, full-funnel experimentation

AI: A/B TEST ANALYSIS, FUNNEL MODELING



Buyer Intelligence

Enterprise persona libraries, segmentation frameworks, buyer journey architecture, stakeholder mapping

AI: CONTENT ENGINE, RESEARCH AUTOMATION



Competitive Intel

Market monitoring, signal classification, competitive messaging matrices, conference preparation

AI: CI AGGREGATOR, AUTOMATED MONITORING



Product & UX Design

Full UX/UI in Figma, PRDs, gamification systems, phased rollout strategy, user research

AI: PROTOTYPING, DESIGN SYSTEM GENERATION



Analytics & CRO

Amplitude implementation from scratch, product analytics, pricing experiments, attribution

AI: DATA ANALYSIS, DASHBOARD BUILDING



Sales Enablement

Company-wide training, persona-driven battlecards, deal preparation materials, content recommendations

AI: CONTENT ENGINE, DECK GENERATION



Marketing Engineering

Landing pages, web apps, API integrations, ESP automation, tracking implementation

AI: CLAUDE CODE, FULL-STACK BUILDING

MARKET CONTEXT

The Industry is Catching Up

What was fringe a year ago is now the consensus position among the people who are actually shipping.

THE ONE-PERSON TEAM

"I run growth for multiple companies simultaneously. Not with a team of 40. Not with an army of freelancers. With AI-native systems that let one experienced growth marketer outproduce a traditional agency team of five."

GROWTHMARKETER, MARCH 2026

THE FULL-STACK MARKETER

"Stop working alone. Build three AI assistants: a Data Strategist, a Chief of Staff, and a Customer Vocabulary Engine. The marketers who obsess over customer vs. clicks will win."

KIERAN FLANAGAN, DECEMBER 2025

THE AI ORCHESTRATOR

"Marketers in 2026 aren't becoming AI engineers. They're becoming AI orchestrators. Competitive advantage comes from orchestration, not engineering. Teams that architect intelligent systems will outpace competitors treating AI as just another tool."

CMSWIRE, JANUARY 2026

THE SIGNAL VS. NOISE PROBLEM

"The mistake most teams make is using AI to produce more content faster. The teams winning use AI to understand what content actually influences decisions and then produce less, but better. Volume without strategic input just creates noise."

HOT IN SOCIAL MEDIA, 2026

SUMMARY

The Work Speaks

Every tool is live. Every system is production. The portfolio you're reading was built this way.

BUYER INTELLIGENCE CONTENT ENGINE

Production web app. OpenAI API on Azure. Turns structured buyer journey inputs into ranked content recommendations with confidence scoring, proof requirements, and objection handling. Used by demand gen and sales teams.

COMPETITIVE INTELLIGENCE AGGREGATOR

Multi-API platform. Claude + Jina Reader + Firecrawl + X + Reddit. Monitors competitor activity across press, social, and PR. Classifies signals automatically. Deployed on Vercel.

THIS PORTFOLIO

Five interactive case studies. Built in a single working session using Claude. Designed, written, and shipped as production HTML. Embedded on a Next.js site. The medium is the message.

WHAT I BRING

- Deep cross-functional marketing experience (positioning, growth, product, design, analytics, enablement)
- Production AI systems that operationalize research and automate intelligence
- The ability to build and ship without waiting on engineering
- A 200K-subscriber newsletter, a Fortune 10 buyer intelligence program, and a full gamification system as proof
- The judgment to know when AI accelerates the work and when it needs to stay out of the way

THE POINT

The question isn't whether one person can cover the full marketing function anymore. The tools exist. The systems exist. The question is whether that person has the strategic depth and cross-functional judgment to make it work.

This portfolio is the answer.



04

Repositioning for Conversion

Messaging overhaul that lifted signups, traffic, and core user activity

+50% Signups | +35% Traffic | +351% Core Action

THE PROBLEM

A Platform That Forgot What It Was For

Experts Exchange had drifted into vague "community" messaging when the actual value was expert Q&A.

WHAT THE MESSAGING SAID

"Contribute to the community of tech professionals"

- Positioned as a "community-driven" platform with no clear value proposition
- CTA asked users to contribute, not to get value
- Messaging was inward-facing: about the community's identity, not the user's problem
- Zero mention of what you actually get by joining
- Indistinguishable from a dozen other tech forums



WHAT USERS ACTUALLY VALUED

"Get a real answer from a real expert"

- Solving complex, niche technical problems that Google and AI couldn't
- Access to verified human experts with real-world context
- A private, noise-free environment (no trolls, no ads, no fluff)
- Earning recognition and rewards for sharing expertise
- Cost savings vs. consulting firms and vendor support contracts

DIAGNOSIS

Why the Positioning Was Broken

The platform had been reorganized around a "community first" ideology that didn't match the product's actual value.

What Happened

A previous initiative had reframed Experts Exchange as a "community of tech professionals" rather than what it actually was: a premium Q&A platform where you could get niche technical problems solved by verified experts.

The messaging, product copy, acquisition pages, and internal language all reflected this community-first framing. The result was a value proposition so diluted it could describe any tech forum on the internet.

Meanwhile, AI tools were entering the market offering instant answers. The competitive landscape was shifting fast, and EE's messaging gave users no reason to choose it over ChatGPT, Stack Overflow, or just Googling harder.

What I Did

I applied the April Dunford positioning methodology to rebuild the strategic foundation from scratch. That meant working through the competitive landscape, the audience the platform served best, and the value proposition the company could credibly own.

- Mapped competitive alternatives (Stack Overflow, AI tools, consulting firms, vendor support)
- Identified the key unique attributes that none of those alternatives could match
- Defined the enabled value and proof points for each
- Segmented the customer base by role and behavior
- Built persona profiles for both members and contributors
- Created a full messaging hierarchy from one-liner through 500-word description

The Strategic Foundation

Using the April Dunford methodology to build a defensible competitive position.

MARKET CATEGORY

Community-driven learning platforms / Online knowledge exchange.
Competing against public forums, AI tools, consulting firms, and vendor support contracts.

PRIMARY VALUE PROPOSITION

Access to a private community with high-level experts to answer complex or niche troubleshooting questions, get advice from specialized experts, conduct primary research on niche topics, and build a professional network.

KEY UNIQUE ATTRIBUTES

- **Private, curated community of verified experts:** focused, high-quality discussions in a noise-free environment
- **Human expertise with real-world context:** nuanced insights AI cannot replicate for complex problems
- **Incentivized quality assurance:** points, awards, and recognition that reward high-quality contributions

ENABLED VALUE

- **Access:** Expert answers to complex, niche questions
- **Cost savings:** vs. consulting firms, support contracts, long-term agreements
- **Peace of mind:** that your problem is solved and every possibility explored
- **Career advancement:** learning, teaching, MVP status, client showcasing

Who Uses the Platform and Why

Five customer segments by role and authority level, each with distinct personas and use patterns.

DEVELOPER

Software Engineer, Systems Engineer

Authority: Low

Troubleshooter

Lurker

Knowledge Seeker

ADMINISTRATOR

Sys Admin, Network Admin, IT Admin, Tech Support

Authority: Medium-Low

Troubleshooter

Prepper

Lurker

Knowledge Seeker

IT MANAGER

IT Support Manager, Technical Project Lead

Authority: Medium-High

Researcher

Prepper

Educator

Selective

IT DIRECTOR

CIO, CISO, CTO

Authority: High

Researcher

Prepper

CONSULTANT

Owner, IT Specialist, CEO

Authority: High

Troubleshooter

Researcher

Prepper

Volume

Knowledge Seeker

Behavioral Personas Across Members and Contributors

TROUBLESHOOTER

Uses EE specifically for asking questions. High monthly activity, constantly bouncing issues off other members.

RESEARCHER

Engages to conduct research for specific IT projects. Gathers information, seeks insights, explores solutions.

PREPPER

Maintains membership as insurance for IT emergencies. May not engage regularly but keeps access active as a reliable last resort.

VOLUME CONTRIBUTOR

Answers a high number of questions across topics. Primarily motivated by earning points and recognition.

EDUCATOR

Prefers creating longform articles or tutorials. Goal is to educate others or showcase work to potential clients.

COMMUNITY BUILDER

Power members who feel ownership of the platform. Moderate forums, organize events, guide other users.

Scalable Messaging Hierarchy

A consistent narrative from one sentence to 500 words. Everyone speaks from the same foundation.

ONE-LINER

~15 words

Experts Exchange is a **private community-driven platform** where industry experts give advice and help **solve complex technical problems**.

ELEVATOR

~35 words

Experts Exchange is a private community-driven platform where industry experts give advice and help solve complex technical problems. By supporting a **private platform** and offering **incentives for high-quality assistance**, EE has created an environment that enables focused, transformative discussions.

100-WORD

Description

Adds the Q&A forum framing, the incentive system (points, awards, recognition), and the environment differentiators: **private, troll-free, ad-free, noise-free**. Introduces the concept of authentic connections producing real-world results.

500-WORD

Full Description

Expands into all four value themes: **Access to Private Expert Community** (focused discussions, verified experts), **Cost-Effective Alternative** (vs. consulting and support contracts), **Career Advancement** (MVP status, skill showcasing), and **Peace of Mind** (comprehensive problem resolution). Includes customer segments and competitive differentiation.

How We Respond to Every Alternative

Structured responses for the four competitive alternatives the sales and marketing team would encounter.

COMPETITOR	THEIR CLAIM	OUR RESPONSE
Stack Overflow	Largest developer community with millions of questions and answers	EE provides a private, curated environment where verified experts deliver personalized solutions. Stack Overflow offers volume; we offer quality, focus, and direct expert engagement tailored to your specific environment.
AI Tools	Instant answers to technical questions, 24/7	AI excels at general information. Our human experts provide nuanced insights, real-world experience, and solutions adapted to specific business contexts that AI cannot replicate. Complex problems require human judgment and understanding of unique environments.
Consulting Firms	Enterprise-grade expertise with dedicated support	Same level of expertise at a fraction of the cost with faster response times. Subscription model provides unlimited access to hundreds of experts, eliminating the delays and expense of traditional consulting.
Quora	Access to experts across all industries	EE focuses specifically on technology professionals with verified expertise. Quora covers broad topics; we provide deep, specialized technical knowledge from practitioners who work with these technologies daily.

Value Themes Mapped to Buyer Segments

Each segment gets messaging anchored to their specific problems, not generic platform benefits.

IT PROFESSIONALS & ADMINS

- **Access:** Immediate access to experts who understand complex, niche problems
- **Cost Savings:** Dramatically reduce costs vs. consulting firms and emergency support
- **Peace of Mind:** Confidence that complex problems will be thoroughly explored and resolved

IT DIRECTORS & DECISION MAKERS

- **Team Empowerment:** Enterprise-level expertise at a fraction of consulting costs
- **Risk Mitigation:** Critical technical decisions validated by experts before implementation
- **Competitive Advantage:** Access to expertise competitors can't afford

PROBLEM SPACE: ADMIN

Complex problems requiring specialized expertise beyond current knowledge. System downtime, business impact, pressure for fast resolution. Current solutions (Stack Overflow, AI, vendor support) are either too noisy, too generic, or too expensive.

PROBLEM SPACE: DIRECTOR

Teams lack specialized expertise for complex challenges, leading to extended resolution times and expensive emergency consulting. Training is costly with uncertain ROI. Vendor support is slow. Internal knowledge bases go stale.

RESULTS

What It Delivered

Metrics measured after the repositioned messaging was deployed across acquisition, product, and marketing surfaces.

+50%

First-Time Signups

+35%

Daily Traffic

+351%

Question Posting (Core Action)

WHAT I BUILT

- Full positioning framework using April Dunford methodology
- Competitive landscape analysis against four alternative categories
- Customer segmentation by role, authority level, and behavior
- 10 behavioral personas across members and contributors
- Messaging hierarchy: one-liner through 500-word description
- Competitive messaging matrix with structured responses
- Segment-specific value themes with feature/benefit mapping
- Brag points with approved wording for sales and marketing

WHAT I LEARNED

- Positioning drift happens slowly, then all at once. When internal ideology replaces user value, the metrics follow
- The strongest messaging describes what the user gets, not what the company believes about itself
- "Community" is not a value proposition. Access to experts who solve your problem is
- A messaging hierarchy prevents improvisation. When everyone speaks from the same foundation, consistency compounds
- Competitive messaging should acknowledge the alternative's strength, then redirect to your differentiation

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05

Mapping the Healthcare Buying Committee

Enterprise buyer intelligence and company-wide sales enablement

Fortune 10 Client | 12 Personas | 4 Engines | 150+ Sources

Four-Step Intelligence Process

Integrating market intelligence, real-world job data, and Gartner frameworks into actionable buyer profiles.

TARGETED DISCOVERY

01

Curated high-impact primary research, executive surveys, and industry outlooks spanning 2020 to 2025. Leveraged 150+ reports from high-authority stakeholders to ensure data integrity.

WittKieffer

HIMSS

HFMA

Bain & Co.

KLAS

Deloitte

Chartis

SYNTHESIS & VERIFICATION

02

Combined insights from 10-15 distinct source documents per persona to establish baseline trends. Cross-referenced findings against 10-12 verified job postings per role to validate current market requirements, reporting structures, and hiring criteria.

FRAMEWORK APPLICATION

03

Structured insights into actionable profiles using Gartner's Buyer Persona and Job-Based Buying Journey Template. Mapped attributes including job titles, relationships, competencies, goals, barriers, decision criteria, and preferred content types.

NARRATIVE INTEGRATION

04

Contextualized personas within the broader health system environment using the Four Engines model. Converted static profiles into a full narrative highlighting cross-functional tensions and strategic drivers.

Every Leader Operates in a Crucible of Unprecedented Pressure

Five forces shape every enterprise decision. Understanding them is table stakes.



Financial Instability

Maintaining financial viability amid high-cost operating models, inflationary pressures, and constrained reimbursement.



Workforce Crisis

Persistent staffing shortages, high levels of clinician burnout, and escalating labor expenses destabilizing care delivery.



Operational Gridlock

Capacity constraints, patient throughput limitations, and the challenge of unifying operations after M&A activity.



Digital & Security Threats

Balancing digital transformation with the mission-critical need to protect patient data from evolving cyber threats.



Landscape Volatility

Growing competition from new entrants (retail, PE) and rapidly evolving regulatory requirements creating uncertainty.

THE FOUR ENGINES FRAMEWORK

A Command Center, Not a Hierarchy

Every major decision requires alignment across leaders with fundamentally incompatible success metrics.

DIGITAL & STRATEGIC ENGINE

Where are we going, and how will we get there safely?

Strategic Tech Leadership

Strategy Executive

Information Security Leadership

VALUE & VIABILITY ENGINE

Will we be financially viable tomorrow?

Chief Financial Officer

Revenue Cycle Leadership

Population Health Leadership

OPERATIONS & ACCESS ENGINE

Can we run efficiently today?

Operations Leadership

Patient Access Leadership

Health System Pharmacy Leadership

CARE & QUALITY ENGINE

Are we delivering safe, quality care while reducing burnout?

Chief Clinical Executive

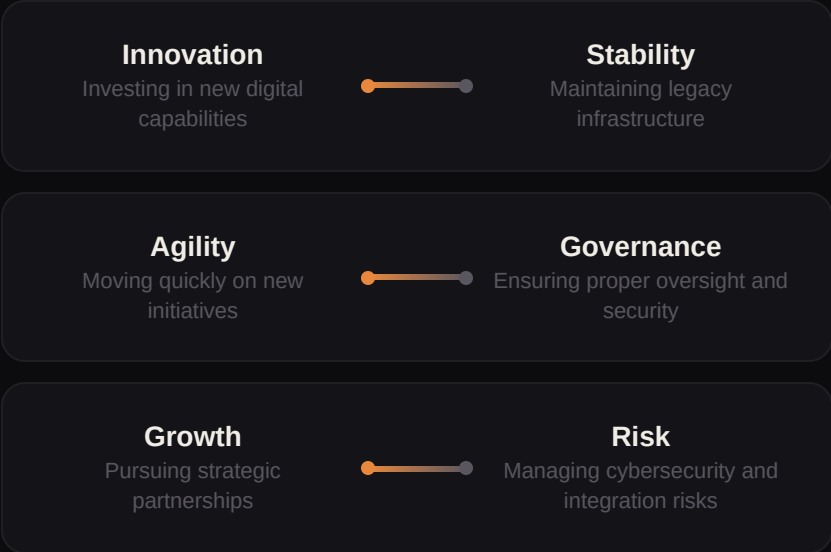
Clinical Informatics Leadership

Medical School Executive

The Digital & Strategic Engine

This engine shapes the future and protects the organization as it evolves. Its leaders connect market trends, technology, and security into a single direction. They are responsible for the platforms that enable scale, the strategy that guides growth, and the defenses that protect the system from digital threats.

KEY TENSIONS



The Leaders Building the Future

	STRATEGIC TECH LEADERSHIP	STRATEGY EXECUTIVE	INFO SECURITY LEADERSHIP
Core Mandate	Makes sure technology works for the system, deciding what gets bought and how systems fit together.	Focused on where the organization is going in 5+ years, connecting market trends and digital strategy.	Protects patient data and keeps systems running, balancing security, compliance, and usability.
Top Priority	Ensure IT initiatives deliver measurable clinical, operational, and financial value.	Position the organization for sustained, long-term success.	Protect from evolving cyber threats, particularly cloud and account compromise.
Biggest Fear	Disparate legacy systems and limited EHR interoperability.	Competition from national insurers, PE, and retail health entrants.	Insufficient cybersecurity expertise and incomplete device inventories.
Trusted Metric	Demonstrated ROI from IT initiatives.	Revenue growth and market share.	Reduction in major cybersecurity incidents.
Decision Criteria	Proven EHR integration; standardized, scalable solutions.	Strategic alignment with tangible, defensible ROI.	Effectiveness against ransomware/phishing; minimal workflow disruption.



Strategic Tech Leadership

The Architect of Enterprise Value Through Technology

This is the executive who makes sure technology actually works for the health system, not just on paper but in real clinical and operational workflows. They decide what gets bought, how systems fit together, and whether technology makes work easier or harder.

WHAT KEEPS THEM UP AT NIGHT

- Tension between maintaining legacy infrastructure and modernizing the tech stack
- Cybersecurity threats and patient data privacy risks
- Recruiting, retaining, and funding skilled IT talent

WHAT TRIGGERS ACTION

- **Major System Implementations:** Mandates to modernize core platforms
- **M&A Integration:** Consolidation of disparate systems
- Directives to reduce operating costs and vendor support fees

HOW THEY EVALUATE SOLUTIONS

- Tight, proven integration with the existing EHR environment
- Alignment with enterprise IT strategy; desire to reduce vendor sprawl
- Clear, demonstrable ROI and minimal disruption to clinical workflows

ENGAGEMENT IMPLICATIONS

- Lead with EHR integration and interoperability
- Show understanding of their technology roadmap
- Be prepared to discuss security, scalability, and total cost of ownership



Strategic Tech Leadership

Organizational Context & Success Metrics

COMMON TITLES

- CIO
- SVP & CIO
- CDIO
- CDO
- CTO
- CHIO
- VP of IT

WORKING RELATIONSHIPS

REPORTS TO
CEO, COO, or CFO (varies by structure)

SUPERVISES
CISO, CAO, PMO, CMIO, CDAO, Chief AI Officer

COLLABORATORS
Executive leadership, clinical leadership, CSO, vendors

KEY COMMITTEES

- IT Governance Committee
- Enterprise Architecture Review Board
- Digital Transformation Steering Committee
- Capital Planning Committee

GOALS & PRIORITIES

- Deliver measurable value from IT initiatives
- Execute major system implementations
- Strengthen cybersecurity posture
- Improve interoperability across systems
- Support revenue cycle through technology
- Lead cloud migration and consolidation

SUCCESS METRICS

- ROI from IT initiatives and investments
- Reduction in operating costs from IT optimization
- Revenue cycle performance improvements
- Cybersecurity posture and risk reduction
- Patient access and digital engagement
- Burnout reduction linked to tech improvements

PERCEIVED BARRIERS

- Disparate legacy systems and apps
- Limited EHR integration across solutions
- IT talent recruitment and retention
- Competing capital priorities
- Cybersecurity and AI adoption concerns
- Constrained bandwidth and capacity



Strategic Tech Leadership

Decision Architecture & Content Preferences

DECISION CRITERIA

- Clear, demonstrable return on investment
- Proven success with comparable healthcare organizations
- Alignment with enterprise IT strategy and broader goals
- Tight integration with existing EHR environment
- Desire to rationalize and reduce vendor count
- Initial preference for existing vendors, particularly EHR partners
- Minimal disruption to clinical and operational workflows

BUSINESS INITIATIVES

- **Leads:** Digital transformation for patient care and operational efficiency
- **Leads:** Large-scale system implementations and optimization
- **Leads:** Cybersecurity maturity initiatives
- **Participates:** Organizational growth (M&A, joint ventures)
- **Participates:** Financial planning tied to tech investments
- **Participates:** Population health and value-based care initiatives

PREFERRED CONTENT TYPES

- Product demonstrations and solution walkthroughs
- Case studies, white papers, and solution briefs
- Peer-focused executive briefings and roundtables

INFORMATION SOURCES

- Vendor websites and technical documentation
- In-person conferences and executive forums
- Healthcare and technology publications
- Peer networks and trusted influencers
- Educational webinars and virtual briefings



Strategy Executive

The Navigator of Future Growth

This role is focused on where the organization is going, not just next year, but five years out. They connect market trends, growth opportunities, digital strategy, and financial realities into a single direction. Most of what they do influences decisions, even if they are not the one signing the contract.

WHAT KEEPS THEM UP AT NIGHT

- Growing competition from national insurers, PE, and retail health
- Operating with tight budgets amid pressure to invest in new technology
- Difficulty unifying culture and operations following M&A activity

WHAT TRIGGERS ACTION

- **Market Expansion:** Mergers, acquisitions, or service line expansion
- **Competitive Threats:** New competitors stealing market share
- **Strategic Planning:** Long-range cycles requiring new revenue models

HOW THEY EVALUATE SOLUTIONS

- Clear strategic alignment with enterprise business outcomes
- Tangible, defensible ROI tied to strategic priorities
- Ability to scale across diverse service lines and operating models

ENGAGEMENT IMPLICATIONS

- Align value proposition with long-term competitive positioning
- Provide "board-ready" strategy briefs and investment cases
- Demonstrate how the solution enables scalable growth or efficiency



Strategy Executive

Organizational Context & Success Metrics

COMMON TITLES

CSO

SVP/EVP of Strategy

VP Strategy & Growth

Chief Transformation Officer

WORKING RELATIONSHIPS

REPORTS TO

President or CEO

SUPERVISES

Strategic planning, business development, performance improvement, analytics

COLLABORATORS

Board of directors, CFO, COO, CTO, CNO, CMO

KEY COMMITTEES

- Executive Leadership Team
- Strategic Planning Committee
- M&A / Growth Steering Committee
- Service Line Expansion Councils

GOALS & PRIORITIES

- Position for sustained, long-term success
- Improve access to care across service lines
- Drive operational efficiency in care delivery
- Execute strategic cost management
- Define and advance enterprise AI strategy
- Retain and grow the patient base

SUCCESS METRICS

- ROI from enterprise strategic initiatives
- Revenue growth and margin performance
- Market share and competitive positioning
- Operational efficiency and productivity gains
- Patient outcomes and quality/safety scores
- Consumer engagement and trust

PERCEIVED BARRIERS

- Constrained budgets with pressure to invest
- Volatile supplemental funding (Medicaid, 340B)
- Staffing shortages and clinician burnout
- Post-M&A culture and ops unification
- Clinician skepticism toward new tech
- Rapidly evolving regulatory requirements



Information Security Leadership

The Shield Against Digital Threats

This is the executive responsible for protecting patient data and keeping systems running in the face of constant cyber threats. They balance security, compliance, and usability while preparing for incidents everyone hopes will not happen.

WHAT KEEPS THEM UP AT NIGHT

- Ransomware, cloud compromise, and third-party risk management
- Incomplete asset inventories, particularly for medical devices
- Perception of the CISO as a blocker rather than a business partner

WHAT TRIGGERS ACTION

- **Security Incidents:** A breach that elevates risk awareness
- **Audit Failures:** Poor findings from compliance audits
- Introduction of new risks via cloud migration or AI adoption

HOW THEY EVALUATE SOLUTIONS

- Proven effectiveness against top threats (ransomware, phishing)
- Alignment with NIST and HPH Cybersecurity Performance Goals
- Minimal disruption to clinical and operational workflows

ENGAGEMENT IMPLICATIONS

- Lead with security architecture, compliance, and risk reduction
- Prove that security controls will not degrade operational usability
- Be transparent about third-party security and audit support



Information Security Leadership

Organizational Context & Decision Architecture

COMMON TITLES

CISO

Director of Info Security

VP of Cybersecurity

WORKING RELATIONSHIPS

REPORTS TO

CIO (in high-risk orgs: direct to CEO)

DOTTED LINE

Audit Committee / Board

SUPERVISES

Security Ops, GRC, IAM, Third-Party Risk

KEY COMMITTEES

- Cybersecurity / Risk Committee
- IT Governance
- Incident Response Council
- Board Audit or Risk Committee

DECISION CRITERIA

- Proven effectiveness against top threat vectors
- Alignment with NIST, HPH CPGs, and HIPAA requirements
- Minimal disruption to clinical workflows
- Strong vendor security posture and audit transparency
- Integration with existing security stack and SIEM

PERCEIVED BARRIERS

- Insufficient in-house cybersecurity expertise
- Incomplete asset inventories for connected devices
- Expanding attack surface from cloud and IoMT
- Budget constraints competing with clinical priorities
- Difficulty quantifying security ROI for the board

LET'S WORK TOGETHER

Open to the right opportunity.

Based in Chicago. Available for senior roles in growth marketing, demand generation, product-led growth, and marketing leadership.

masonbrown.co

Portfolio

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LinkedIn

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Email

"Put simply, I would hire Mason without hesitation if budget allowed. He is the kind of leader who elevates the teams around him, and any organization would be fortunate to have him."

MEGGIE KUHN, DIRECTOR OF PRODUCT MARKETING, COVERMYMEDS (MCKESSON)