

# André Gressieux

Head of Brand & Creative · Healthcare & Diagnostics

[fourfourtime@gmail.com](mailto:fourfourtime@gmail.com) · (520) 301-7112 · Tucson, AZ · [agg.design](#)

## PROFILE

Brand and creative leader with deep roots in healthcare diagnostics and a builder's instinct. I've founded and scaled in-house creative functions, launched brands in clinical and B2B markets, and built a career translating complex science into compelling narratives that resonate with providers, investors, and patients alike. At my best in early-stage, high-stakes environments where brand isn't a department — it's a competitive advantage.

## CORE STRENGTHS

Brand Strategy & Positioning · Creative Direction · Visual Identity · Investor & Scientific Storytelling · Website Strategy & UX · Integrated Campaigns · Content & SEO/AEO · Sales Enablement · In-House Creative Build-Out · Cross-Functional Leadership

## EXPERIENCE

**Director of Marketing & Brand** · *CirrusDx, Inc.* 2024 – Present

*National infectious disease diagnostics company serving long-term care and provider networks.*

- Built brand architecture and messaging from the ground up, establishing differentiated positioning across B2B and patient audiences
- Grew organic search 70% and organic social reach 57% through integrated content and SEO strategy
- Increased website engagement 51% following a full redesign focused on UX, provider access, and conversion
- Grew social media following 65% via targeted storytelling and campaign strategy
- Built in-house creative function, eliminating agency dependency and saving \$500K
- Rebalanced trade show spend, cutting \$60K from low-ROI events and reallocating to digital; web forms outperformed tradeshow lead gen by 89%
- Led HIPAA-compliant content strategy across all channels, partnering closely with clinical and commercial teams

**Head of Global Creative Services** · *Accelerate Diagnostics, Inc.* 2016 – 2023

*Publicly traded diagnostics company focused on antimicrobial stewardship and rapid ID/AST solutions.*

- Managed \$2.5M marketing budget across digital, events, and content; consistently optimized toward measurable outcomes
- Increased website traffic 70% through digital strategy, SEO, and content programs
- Grew global social media audience 60% via integrated campaigns and brand storytelling
- Built and scaled global sales enablement platform (ShowPad), improving content accessibility across field teams
- Directed product launch campaigns aligned across global markets and clinical stakeholders
- Led experiential marketing strategy for major trade shows and conferences, elevating brand presence
- Developed investor-facing presentations and managed press release workflow, supporting executive communications across public company milestones
- Brought creative, video, and 3D production fully in-house, significantly reducing external agency spend

**Art Director** · *Oser Communications Group* 2014 – 2016

*B2B trade publishing and trade show media.*

- Led creative direction for trade publications and high-impact advertising materials
- Collaborated cross-functionally to improve content integration and readability

**Earlier career:** Creative and design leadership in media, gaming, and agency environments — building the visual storytelling and UX foundation that underpins everything above.

## EDUCATION

**MFA** Academy of Art University

**BA** New York University