

André Gressieux

Head of Marketing Communications | Healthcare | Diagnostics | Digital Health
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Summary

Strategic marketing communications leader with 20+ years of experience driving brand, digital, and growth initiatives in healthcare, diagnostics, and B2B environments. Proven track record of leading omnichannel marketing, website transformation, SEO/AEO strategy, and sales enablement programs that increase visibility, engagement, and revenue. Experienced in scaling marketing functions, managing multimillion-dollar budgets, and aligning cross-functional teams across clinical, commercial, and executive stakeholders.

Core Competencies

Healthcare Marketing | Diagnostics | MedTech | Digital Health | Marketing Communications Strategy | Integrated Marketing (IMC) | Omnichannel Marketing | Brand Strategy | Brand Positioning | Corporate Messaging | Patient & Provider Engagement | Website Strategy | Web Design | UX Strategy | Customer Journey Optimization | Conversion Optimization (CRO) | SEO | Answer Engine Optimization (AEO) | Generative Search Optimization | Demand Generation | Campaign Strategy | Marketing Automation | CRM Integration | Content Strategy | Clinical Content | Thought Leadership | Sales Enablement | HIPAA Compliance | Healthcare Regulatory Marketing | Corporate Communications | Public Relations | Event Strategy | Trade Shows | Field Marketing | Conference Marketing | Digital Strategy | Social Media Strategy | Marketing Analytics | KPI & ROI Optimization | Executive Leadership | Cross-Functional Leadership | Stakeholder Alignment | Team Leadership

Professional Experience

CirrusDx, Inc.

Director of Marketing Communications | 2024–Present

- Own and lead enterprise-wide marketing communications strategy for a national infectious disease diagnostics company, aligning brand, product, and growth initiatives
- Define and execute brand positioning and messaging across B2B and patient audiences, strengthening market differentiation in long-term care and provider networks
- Lead full website redesign, improving user experience (UX), patient engagement, and provider access while supporting SEO and conversion optimization goals
- Drive integrated omnichannel campaigns across digital, web, PR, and field marketing to increase brand visibility and lead generation
- Oversee development of HIPAA-compliant, patient-centric content across all touchpoints
- Execute trade show and conference strategy, expanding presence and generating qualified pipeline opportunities
- Direct social media and digital strategy, translating complex clinical solutions into accessible messaging
- Lead content and sales enablement strategy, supporting adoption and revenue growth
- Partner with clinical, operations, and business development teams to align marketing with go-to-market strategy

Accelerate Diagnostics, Inc.

Head of Global Creative Services | 2016–2023

- Led global marketing communications and creative strategy for a publicly traded diagnostics company. Managed \$2.5M marketing budget, optimizing spend across digital, events, and content initiatives
- Increased website traffic by **70%** through digital strategy, SEO improvements, and content optimization
- Grew social media audience by **60%** via integrated campaigns and brand storytelling
- Built and scaled global sales enablement program (ShowPad), improving sales productivity and content accessibility
- Directed product launch campaigns, aligning messaging across global markets

- Reduced external agency spend by bringing creative, video, and 3D production in-house
- Led experiential marketing strategy for trade shows and events, enhancing brand presence

Oser Communications Group

Art Director | 2014–2016

- Led creative direction for B2B publications and trade show media
- Designed high-impact advertising and marketing materials
- Collaborated cross-functionally to improve content integration and readability

Earlier Career

Creative and design leadership roles across media, gaming, and agency environments, building a strong foundation in visual storytelling, digital design, and user experience.

Education

MFA, Academy of Art University

BA, New York University