

**Laura E. Peterson**

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## **Senior B2B Content Marketing Strategist & Producer**

Full Buyer's Journey Marketing Writing and Editing - Robust Persona Development  
Product and Service Positioning and Messaging Frameworks - Competitive Content Analysis  
Content UX Journey Mapping and Gap Assessments - Client Management

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**Core Value:** Expert B2B product and service content strategist and producer of compelling, industry-distinct, prospect-converting assets at every buy-cycle stage using proven content assessment/audit model to qualify/identify gaps and accelerate persona-driven asset development. Skilled author, editor and team leader—with proven project, vendor, and client management expertise.

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**KUDOMETRIX** - Founder, 2019 to Present - Premier content strategy & production firm to Fortune 100 organizations, mid-size growth companies, and series funded startups.

### **Select Client Highlights**

**Prescriptive Health**, Seattle, WA. \$43M prescription intelligence (blockchain) platform solution. Spearheaded the 2020 launch of this first-to-market solution within a demanding five-month timeframe. Developed company and product platform messaging, executive thought leadership campaigns, authored new website, and crafted full customer buy-cycle assets. Prescriptive achieved \$26 Million Series A financing within two months of launch.

**Evolv Technology**, Boston, MA. \$80M global leader in AI/sensor-driven human security (hard tech). Partnered in 2023 with co-founders, CEO and VPs of education and healthcare to establish them as industry thought leaders in the human security space. Ghost-authored by-line articles for **Healthcare IT News** and **MedCity News** and crafted executive talking points for interviews with national broadcast media and newspapers.

**Zelros**, Paris, France. \$7.5M insurtech customer personalization SaaS platform utilizing AI/ChatGPT. Executed thought leadership campaigns for founder, CEO, and CMO to win published articles in **Forbes**, **Fortune**, and a range of international trade publications.

**Bright.md**, Portland, OR. AI-powered virtual-care SaaS platform. Initiated rigorous persona analyses and ran content audit to identify buy-cycle gaps. Authored rebranded website, CEO thought leadership campaigns, whitepapers, eBooks, video scripts, technical product briefs, email/social media campaigns, and customer case studies. Met MQL to SQL conversion goals two years running.

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### **EXPERIENCE:**

**THE SAGE GROUP**, Client: **SAP Concur**, \$1.5B Fortune 500 Travel, Expense, and Invoice Management (SaaS) Company, Bellevue, WA, *Executive Communications Consultant*, 6/2018 – 5/2019.

Executed industry articles, blog campaigns, and keynote addresses to grow C-suite global thought leadership. **Example:** Produced campaign for new CMO on topic of female business travel safety that earned byline in **Entrepreneur Magazine** (ghost-authored) and ranked as one of SAP Concur's most trafficked executive thought leadership campaigns across SEO topical searches, LinkedIn impressions, click throughs, and digital inquiries.

**NYU LANGONE HEALTH**, \$10.7B Premier Academic Medical Center with 42,000 employees, New York, NY; *Senior Internal Communications Consultant*, 1/2017 – 12/2017.

Hired to create communication strategy plans, define metric outcomes, and manage full execution of the launch of four internal, three-year, enterprise-wide people, process, and technology change management initiatives. Engaged division leaders to create separately branded multi-channel marketing campaigns. Reported KPI metrics to Senior VP and Vice Dean, HR & Organizational Development & Learning. Met employee engagement goals across every initiative at 12-month mark.

**REVIVE HEALTH**, Nashville, TN Healthcare Agency, Client: **Allscripts**, \$635M Healthcare IT Company, Chicago, IL, (now Veradigm Inc.), *Communications Consultant*, 6/2016 – 12/2016.

Executed deep persona analyses and proposed comprehensive plan for renovation of Allscripts website and company messaging approach. Managed bench of six writers and two designers to complete project within stringent five-month deadline and budget. Reduced site from 271 pages to 61 by solving for specific pain point needs across three primary audiences.

**PYRAMID ANALYTICS**, \$34M No code, AI-based Business Intelligence Platform & Microsoft Partner, Bellevue, WA, *Senior Corporate Communications & Content Manager*, 2/2016 – 6/2016.

Applied proprietary content assessment model: audited existing content, identified gaps and opportunities, applied SEO and SEM best practices, and established content performance measurement protocols. Oversaw production of full buy-cycle assets, managing in-house digital marketing specialists across US, Europe, Israel, Australia. Authored executive thought leadership articles and created compelling customer case study brochures and videos. Increased digital MQL to SQL conversions from 4.0 to 7.0%.

**WAGGENER EDSTROM** (WE Communications) \$432M and one of the world's largest privately held integrated marketing agencies. Client: **Microsoft Enterprise Mobility**, 10/2015 – 2/2016.

Led Enterprise Mobility leadership team through creation of new B2B product positioning and messaging playbooks. Applied proprietary content assessment model to identify buy-cycle content gaps. Produced eBooks, emails, sales brochures, presentation decks, and social media campaigns. Created content production and publishing calendars across 12-month period.

**EDIFICS INC.**, \$50M Global Healthcare IT Company, Bellevue, WA, *Content & Communications Strategy Manager*, 1/2014 – 9/2015.

Led senior leadership through most comprehensive product and service messaging and rebrand upgrade since company's 1996 founding. Established first-ever brand and platform messaging playbook, socializing across teams in US, Europe, India, and managed production of new website + two vertical microsites within nine-month timeline. Applied proprietary content assessment model to produce complete buy-cycle digital marketing assets. Created SharePoint global asset request system for improved version control and faster production times, running 75+ content pieces through system in four months.

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## EDUCATION and ACHIEVEMENTS

**BA, Journalism:** University of Oregon, Eugene, OR

International Exchange Student – Germany; School of Music Communications Coordinator; "Daily Emerald" Editorial Coordinator (university student newspaper); Journalism practicum: news reporter at KEZI-TV, Eugene, OR; Member and Officer, Kappa Kappa Gamma (KKG) Sorority

**Featured Publications:** My authored work has appeared in Forbes, Fortune, Entrepreneur, Fast Company, MedCity News, Healthcare IT News, Puget Sound Business Journal, Portland Business Journal, Clinical Pediatrics, Journal of Dental Education, and American Academy of Pediatrics/Grand Rounds