



JENNIFER C. GEORGE

[LinkedIn](#) / 408-314-9833 / jennifer@jgmmc.com

Jennifer George is a recognized marketing leader with a strong history of building and expanding brands. A natural storyteller with a strong sense of design, she has worked with industry disruptors for over 25 years.

Jennifer approaches business from a problem-solving perspective. Unfazed by challenges, she uses strategy coupled with intellectual curiosity. Leaning into value and purpose.

Jennifer's career spans medical and technology, including work with Fortune 500 and startups. Her passion for customers was born from her experience working with the User Experience Team at Intuit. There, she gained a foundational understanding of human behavior while navigating the information architect role to launch brands online- generating MM in revenue in less than six months.

From Intuit, she pivoted back to healthcare, working in product development, go-to-market, and general management roles in mid-size companies from Arthrocare [later acquired by Smith & Nephew], Enhanced Vision, and Global Logic [now part of Hitachi], Omnicell and Vocera Communications [now part of Stryker].

She has launched solutions to treat cancer, stabilize bones, address low-vision conditions, and deliver medication safely in B2B B2C, impacting the lives of thousands while working with incredibly talented people. She led foundational clinical studies in multiple areas to validate solutions [MD Anderson, UC Davis, Cooper UMC, City of Hope, Moffitt Cancer Center, Hackensack UMC, and Duke UMC].

Jennifer has also dabbled in digital health with one of the first orthopedic virtual rehab companies and 7-Wire Ventures, tackling market research, strategy, and sales. Increasing the number of app users from 2K to 15K in 6 months and winning a Gold Stevie from IABC.

In 2017, she joined Sound Thinking [AI / ML company as their healthcare consultant] to build partnerships. Jennifer collaborated with Stanford University and Camden UMC on first-of-kind market studies focused on saving police and first responder response time to gunshot wound victims.

In 2022, at Vocera Communications, she increased revenue by 30% Y/Y using a mix of digital strategies.

Partnerships

Key Partnerships cultivated include:

1. Microsoft - Led to a \$5M investment and development resources for Cloud Migration
2. Medisafe digital health medical app from concept to working model in less than 6 months.
3. Baxter - Infusion pump analytics dashboard
4. Codonics- Resell partnership driving revenue from zero to \$10M in 1 year.
5. Fresenius-Kabi - Pharmacy restock and drug management solution.

Work with a Leader



Global experience ranges from the EU to China, where she was the product owner for a remote respiratory management solution, working with development teams at Medtronic and GlobalLogic.

As an ardent supporter of out-of-the-box ideas, Jennifer uniquely can build bridges with leadership and collaborate across an organization to make a profound difference. Jennifer resides in Silicon Valley and splits her consulting business between accessibility projects for non-profits and B2B / B2C.

Creativity at Home

Jennifer creates immersive rooms from the Pyramids to Harry Potter for a select client in her free time. She works hard to ensure couches and floors are free of Lego pieces and sports equipment with the help of her husband, two young sons, Scabers, the bunny, and Sahara, the dog.

EDUCATION

Master of Business Administration (MBA)

Pepperdine University

Bachelor of Science, Business Administration & Marketing (Minor: Journalism)

California State University, Sacramento

Certificate of Professional Development, Leadership

University of Pennsylvania Wharton School of Business

CEB Challenger Messaging Trained (Content Marketing)

Sponsored by Omnicell

Center for Creative Leadership

CSPO Certificate

Scrum Alliance (Agile)