

Michelle Bisson

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PROFESSIONAL PROFILE

Senior marketing and business growth leader with 20+ years of experience driving measurable impact across healthcare and Fortune 500 consumer brands.

Aligns brand, digital, and acquisition strategies to deliver scalable, data-backed growth.

Advances organizational priorities by strengthening market position and building high-performing teams that exceed targets.

Balances strategy, execution, and team development to create clarity, coach talent, and drive meaningful business outcomes.

EXPERIENCE

Summa Health | SummaCare

2017—2026

Senior Vice President, Enterprise Marketing 2017 — 2026

- Promoted to lead a multidisciplinary team of marketing and communications leaders, successfully accelerating business growth and strengthening brand equity through enterprise-wide marketing, digital innovation, communications, creative services, content strategy, and brand transformation.
- Launched a new health system brand campaign that grew consumer perception by 20% year-over-year.
- Drove record-setting lead acquisition performance in Medicare Advantage growth initiatives.
- Built and scaled a new CRM function achieving annual targets within year one.
- Annual 2025 multi-channel and multi-service line marketing campaign achieved conversion rate of 35% by leveraging email, SMS, and direct mail strategies, resulting in measurable appointment growth for the health system.

Director, Digital and Brand Marketing 2014 — 2017

- Led a comprehensive rebrand of a 20-year health system's outdated brand, encompassing market research, brand platform development, visual identity, creative assets, brand guidelines, and a centralized employee and vendor brand portal resulting in 100% internal and external adoption.
- Coordinated cross-functional teams to leverage system rebrand for insurance entity rebrand.

- Optimized SEO and SEM performance, achieving a 20% higher ad conversion rate.
- Oversaw the RFP process and selection of new brand and SEM agency partners, establishing strategic relationships that enhanced marketing performance and supported organizational growth.

Marketing Specialist
2012 — 2014

- Re-engineered digital marketing infrastructure by centralizing and consolidating 25+ patient-facing websites, multi-channel platforms, agency management, and analytics scorecards.
- Established SEM and performance analytics.

J.M. Smucker Company

2011— 2012

Manager, Digital Marketing

- Led digital strategy (content, social, SEM, performance analytics) for the Baking & Oils portfolio, including Crisco, Pillsbury, Eagle Brand, and Martha White.
- Led website redesigns for Crisco and Pillsbury.
- Google agency liaison for all portfolio brands.

WhiteSpace Creative Marketing Agency

2009 — 2011

Manager, Account and Digital Development

- Managed client relationships and served as the primary leader between clients, creative teams, and developers.
- Oversaw website development projects from concept through launch, ensuring projects stayed on time and within budget.
- Supported business development efforts through client presentations, proposals, and account growth opportunities.

American Greetings

2006 — 2008

Product Manager, Digital Media

- Led digital marketing strategy for iconic character brands, including Holly Hobbie, Strawberry Shortcake, and Care Bears, growing audience engagement and driving more than 4.5 million monthly unique website visits.
- Coordinated digital marketing activities across licensed properties, partnering with licensors and cross-functional teams to support the promotion of movies, toys, apparel, and consumer products while maintaining brand consistency and maximizing audience reach.

EDUCATION

Master of Business Administration

University of Akron, Akron, Ohio | 2021 – 2023
Major: Business Management

Bachelor of Science, School of Journalism

Kent State University, Kent, Ohio | 1986 – 1991
Major: Advertising | Minor: Marketing

CORE COMPETENCIES & EXPERTISE

- Executive and C-suite healthcare and health insurance leadership
- Consumer packaged goods marketing experience with The J.M. Smucker Company, Nestle and American Greetings

- Agency client management across banking, security, and consumer packaged goods industries
- Brand growth, transformation strategy, activation and management
- Digital marketing, customer acquisition, and performance analytics
- Creative strategy, media planning, and performance analytics

PROFESSIONAL ENGAGEMENT

Board of Directors	Cuyahoga Valley National Park Conservancy, 2026
	Ohio Health Choice, 2023 - 2025
	Project Grad (Akron Public School System), 2020 - 2023
	Rachael's Angels, 2017 - 2019
External Involvement	Akron Leadership Signature Class 35 Graduate, 2019
	Healthcare Internet Conference Speaker, 2018
Internal Involvement	Summa Health Executive Leadership Team, 2019 - 2026
	SummaCare Leadership Team, 2020 - 2026