



GROWTH STRATEGIST | BEHAVIORAL INSIGHTS |
BRAND STORYTELLING

KRISTEN FESCOE

ABOUT ME

Strategic marketing and commercialization leader with a foundation in clinical psychology and behavioral health, specializing in growth strategy, market positioning, audience engagement, thought leadership, and omnichannel marketing across healthcare, wellness, and consumer-focused organizations.

Known for combining behavioral insight, strategic storytelling, and commercialization expertise to develop growth strategies, compelling brand narratives, and engagement initiatives that strengthen relationships, expand market reach, and drive business performance.

EDUCATION

**Drexel University / MCP
Hahnemann University**

Master of Science (M.S.), Clinical Psychology — Forensic Track

Rutgers University

Bachelor of Arts (B.A.), Clinical Psychology

COMPETENCIES

- Commercialization Strategy
- Go-to-Market Planning
- Executive Messaging
- Thought Leadership
- Brand Storytelling
- Audience Engagement
- Content Strategy
- Omnichannel Marketing
- Behavioral Insights
- Market Positioning
- Healthcare Growth Strategy
- Content Development

WORK EXPERIENCE

DIRECTOR OF MARKETING & STRATEGY

2020 - present

Connexio Health

- Lead strategic marketing, commercialization positioning, thought leadership, and omnichannel engagement initiatives for healthcare-focused organizations.
- Developed GTM positioning, whitespace growth strategy, executive messaging, and commercialization frameworks
- Led thought leadership initiatives including blogs, podcasts, newsletters, whitepapers, and executive content
- Supported commercialization and engagement programs for diagnostics, pharmaceutical, medical device, orthopedic, and retail healthcare organizations
- Developed positioning around engagement intelligence, audience visibility, and revenue-focused marketing strategy

STRATEGIC MARKETING & BEHAVIORAL CONSULTANT

2004 - present

Kristen Fescoe Consulting

- Provide strategic consulting focused on behavioral insights, brand strategy, audience engagement, commercialization support, content development, and market positioning for healthcare, wellness, education, and consumer-focused organizations.

ADJUNCT PROFESSOR OF PSYCHOLOGY

2005 - present

Rowan College at Burlington County

- Teach psychology courses including Developmental Psychology, Abnormal Psychology, Child Psychology, and Introduction to Psychology. Provide mentoring, advising, and distance learning instruction.

CLINICAL COUNSELOR

2001 - 2005

Women Organized Against Rape (WOAR), Philadelphia, PA

- Provided trauma-focused counseling and crisis intervention services for survivors of sexual assault in clinical and correctional settings. Worked with high-risk and incarcerated populations experiencing PTSD, substance abuse, and co-occurring mental health disorders. Trained in Prolonged Exposure Therapy, crisis counseling, clinical assessment, treatment planning, and victim advocacy.