JESSICA GROVER

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Marketing Executive | Brand, Digital, Growth, and Team Leadership

EXECUTIVE PROFILE

Strategic marketing executive with 20 years driving brand work, demand generation, and revenue growth across B2B and B2C markets. Builds marketing strategies that produce measurable results, including a 3:1 return on marketing investment and consistent year-over-year sales growth. Experience leading teams through acquisition integration, managing multi-million-dollar budgets, and building partnerships with national brands. Currently Co-Founder and CEO of RiskLync.

CORE COMPETENCIES

Strategic Brand Development | Digital Transformation | Revenue and Growth Strategy | Omnichannel Marketing
Global Market Expansion | Team Leadership and Development | M&A Integration | Data Analytics and KPI Management
Strategic Partnerships | Budget and P&L Management | Marketing Technology | Change Management

PROFESSIONAL EXPERIENCE

RISKLYNC Nashville, TN
Co-Founder and Chief Executive Officer 2025-Present

Co-founded an insurance technology company that scores Healthcare and Property & Casualty leads for conversion probability and underwriting fit before carriers buy them. Owns brand, go-to-market, and client-facing messaging.

- Built brand positioning and digital go-to-market for a lead-intelligence platform used in Medicare Advantage, Special Needs Plans, and P&C acquisition.
- Set product and buyer messaging around lead quality, conversion, and acquisition cost for carrier and agency partners.

ALLSTATE HEALTH & BENEFITS New York, NY
Director, Marketing 2019-2025

Recruited to lead brand and marketing strategy for the SaaS Division and Health Division following Allstate's acquisition of National General. Directed marketing across 8 technology brands and 15 insurance product lines, including rebranding, demand generation, and agency partnerships.

- Led brand alignment across 32 acquired National General brands, positioning the technology portfolio and health insurance products under the Allstate identity.
- Delivered a 3:1 return on marketing investment within 12 months through integrated campaigns across email, content, SEO, social, and PPC.
- Consolidated 15 business lines onto HubSpot, covering contract negotiation, product mapping, data migration, and marketing automation.
- Exceeded SaaS marketing objectives for six consecutive years through lead acquisition campaigns and content programs.
- Managed multi-million-dollar marketing budgets, agency partners, and executive reporting through the acquisition integration.

FERRY INTERNATIONAL LLC Irvine, CA
Director, Business Development 2017-2019

Led business development for a real estate coaching and SaaS productivity platform. Built partnerships with national brokerages and sponsorship relationships with Bank of America and Zillow.

- Generated $2M in new business in 18 months, exceeding booking targets in the first four months and staying ahead of plan for the rest of the tenure.
- Raised average deal size from $35K to $150K through value-based selling and senior-level work with RE/MAX, Coldwell Banker, Century 21, Compass, and Berkshire Hathaway.

- Grew existing client revenue 30% year over year by identifying expansion opportunities inside enterprise broker partnerships.

IRVINE COMPANY, OFFICE PROPERTIES Irvine, CA
Director, Core Marketing 2015-2017

Directed marketing for a Class A office portfolio of 40 million square feet across 550-plus properties in Coastal California, Chicago, and New York. Set local market plans and partnered with leasing leaders on occupancy and revenue.

- Raised email click-through rate 157% by rebuilding channel mix across SEO, SEM, CPC, and conversion-focused landing pages.
- Executed a $2M integrated campaign for the Chicago Collection covering digital, print, television, and on-site experiences. Introduced 360-degree virtual tours later rolled out across the portfolio.
- Implemented the Elateral marketing platform so more than 100 property teams could customize collateral without breaking brand standards.

KERR TOTALCARE (DANAHER CORPORATION) Anaheim, CA
Senior Marketing Manager 2012-2015

Led marketing for a dental consumables division with an EPA- and FDA-regulated product line. Owned national campaigns, brand work, and lead generation.

- Doubled lead generation after shifting to a B2B2C model, launching the division's first integrated digital program, and completing a full brand redesign.
- Earned Danaher Business Systems Black Belt certification and led cross-divisional Kaizen work that tightened marketing process and delivery.

NISSAN NORTH AMERICA Nashville, TN
Senior Planner and Manager, Experiential Marketing 2006-2012

Built global experiential marketing programs with a 22-person team across 17 markets in EMEA and APAC. Directed brand experiences and digital presence for Nissan and Infiniti.

- Delivered a $3.7M contract expansion through performance tracking and stakeholder management across international markets.
- Led the international Infiniti launch workstream for digital presence and brand messaging across 7 markets.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Arts, Communications, University of Southern California 2006
Licensed Insurance Producer, Accident & Health and Life | Lic# 3002848247
Artificial Intelligence: Implications for Business Strategy, Certificate 2024
Master Black Belt, Standard Work Kaizen, Danaher Business Systems 2013