

# Sarah Vancini, MBA

## AI MARKETING TECHNOLOGY AND ANALYTICS EXPERT

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### PROFESSIONAL SUMMARY

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Marketing analytics and AI technology professional with 10+ years of experience in healthcare, digital advertising, campaign measurement, and analytics-driven growth strategy. Specializes in AI-enabled marketing tools, adtech workflows, ROI attribution, funnel performance, and marketing automation systems. Experience spans healthcare, medical device, SaaS, and technology businesses, including analysis of platform functionality, market adoption, campaign performance, and commercial use.

### EXPERT WITNESS EXPERIENCE

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#### Kanneh v. Databox, Inc.

<b>Court</b>	United States District Court for the District of Massachusetts
<b>Case No.</b>	1:23-cv-12200-MJJ
<b>Presiding Judge</b>	Judge Myong J. Joun
<b>Nature of Suit</b>	Patent Infringement under 35 U.S.C. § 271

- Served as expert witness in patent litigation involving AI-related marketing analytics and forecasting technology.
- Provided analysis concerning the functionality, application, and commercial use of AI marketing tools, analytics frameworks, and automation platforms.
- Addressed technical and market-facing issues relating to forecasting features and machine-learning-based methodology used in marketing operations.
- Assisted in explaining AI processes, adoption trends, and the role of predictive analytics in marketing and business decision-making.

### AREAS OF EXPERTISE

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#### Primary expertise

- AI marketing technology and automation platforms
- Marketing analytics and attribution
- Digital advertising measurement

#### Secondary expertise

- Funnel optimization
- Go-to-market strategy
- Healthcare marketing operations

### PROFESSIONAL BACKGROUND

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#### Stories with Substance – Analytics-Driven Marketing Agency

*Co-Founder | June 2020–Present*

- Co-founded and lead a strategy and analytics agency focused on evaluating marketing performance against defined business objectives and measurable KPIs.
- Analyze multi-channel marketing systems, attribution approaches, campaign performance data, and conversion outcomes for healthcare, technology, and enterprise clients.
- Advise organizations on KPI design, channel effectiveness, marketing measurement frameworks, and interpretation of performance data.

#### Selected Analytical Engagements

- Evaluated trade, media, programmatic, and digital marketing activity for a Fortune 100 consumer goods and healthcare conglomerate to support channel planning and performance assessment.
- Analyzed webinar and content performance for an insurance SaaS company through integration of Gartner research into email, blog, and video campaigns, contributing to a 32% webinar conversion rate.
- Assessed paid search strategy and campaign performance for seven cardiovascular-device product lines at a global medical device company.
- Conducted insurance market analysis related to Medi-Cal opportunities for a Fortune 500 health solutions provider, supporting business development efforts that led to \$1M in PBM contracts.
- Authored white papers on AI operating technologies for a technology startup, synthesizing technical and commercial information used in connection with a \$50M exit to a Fortune 100 company.
- Evaluated print and digital channel strategy for the supplies division of a publicly traded company, supporting a transition from print-only campaigns to integrated print and digital efforts associated with a 29% increase in product adoption.

## **PulseSuite AI**

*Founder & CEO | 2023–Present*

- Developed PulseSuite AI, a proprietary platform designed to automate the production of marketing deliverables for healthcare and technology companies.
- Evaluate the functionality, application, and commercial use of AI-driven marketing workflows, including predictive analytics, audience targeting, and automation processes.
- Analyze how AI-generated outputs are used within broader marketing systems and performance-measurement frameworks.

## **Answerr AI**

*Chief Marketing Officer | 2024–Present*

- Advise on the market positioning, growth strategy, and commercial deployment of an AI-based education platform.
- Evaluate go-to-market strategy, user acquisition approaches, and performance metrics to support scaling decisions.
- Assess how AI product capabilities are communicated and adopted within marketing and growth operations.

## **ReLent Digital Health**

*Founder | Sept 2017–June 2020*

- Developed healthcare software intended for neurology patients, with a focus on market need, commercial applicability, and user adoption considerations.
- Conducted market and opportunity analyses that contributed to investor interest from Polaris Partners, Takeda Pharmaceuticals, and DASS Healthcare.

## **CVS Health**

*MBA Business Analyst | May 2017–Sept 2017*

- Analyzed PBM-related market opportunities and developed strategy recommendations informed by input from more than 50 subject matter experts.
- Supported evaluation of marketing and content strategy for PBM services using cross-functional business and market input.

## **Mass General Brigham (formerly Partners Healthcare)**

*Data Analyst | May 2011–May 2016*

- Provided analytics support to multiple healthcare departments, including data interpretation and reporting to inform operational and research-related decisions.
- Authored academic papers and software guides translating technical and analytical findings for professional audiences.

## **EDUCATION**

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### **Boston University – Questrom School of Business**

*MBA, Health Sector Management & Entrepreneurship*

### **Boston College**

*BA, Psychology*

## **CERTIFICATIONS**

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- 20+ Advanced Certifications from Google & HubSpot (Analytics, Ads, SEO, Content Strategy, CRM, etc.)

## **PUBLICATIONS & REPORTS**

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- AI Operating Technologies White Papers – Supported \$50M acquisition of a tech startup by a Fortune 100 company.
- Marketing Analysis on AI Technologies (50+ pages) – Informed multimillion-dollar exits in healthcare and technology sectors.
- Articles and insights on AI adoption in marketing, data analytics frameworks, and ROI attribution.