



*"I have known Christine Boehm Hawkins for several years and have seen her in action in her roles as both VP of marketing and marketing consultant. She brings a unique perspective to business development in that she is equally skilled in both the creative tactical realm as well as the strategic planning and organizational side. She is an accomplished professional in all phases of marketing."*

*Curtis Kauffman-Pickelle  
President/CEO, ImagingBiz*

## Christine Boehm Hawkins, Owner and Principal

Christine Boehm Hawkins serves as a marketing and business strategy advisor to Jump Start's clients as well as oversees all projects. In her role she ensures that start-up companies launch with sustainable revenue models and appropriate positioning to become leading brands in their respective industries.

Christine's experience spans 18 years and includes diverse environments such as software and healthcare start-ups, large multi-national corporations, an advertising agency, and leading U.S. optical retailers. Some of these collective brands include: Agfa Healthcare, Franklin & Seidelmann Subspecialty Radiology, RIS Logic/Merge Healthcare, Pearle Vision, optical departments operating within Target, BJ's Wholesale Club and Montgomery Ward, Liggett-Stashower Advertising, and PlanSoft Corporation.

In her various roles she has consistently been responsible for P&L, marketing strategy, planning and execution, brand management, lead generation, advertising, communications, market research, customer relations, PR, Web site/SEO, analytics, creative direction and production, collateral/sales tools, point-of-purchase materials, tradeshow/events, demos, product marketing and training, launches, sales team integration and marketing staff development.

Christine served as a marketing and management team executive leader for RIS Logic, a software start up, and Franklin & Seidelmann, an early stage teleradiology company, both in the healthcare industry. She built these non-existent brands into industry category leaders in less than two years while also generating leads which ultimately grew revenue for each company by more than 200 percent. RIS Logic's annual revenue was less than \$100,000 in 2001 and three years later it was sold to Merge Healthcare for \$14 million. The evaluation of Franklin & Seidelmann's business increased by 700% from 2005 to 2008.

Christine has spoken and written about best practice marketing and her work has won healthcare advertising awards.

Christine earned a Master of Business Administration from Fordham University and a Bachelor of Science in journalism from Ohio University.

### Awards

- *Healthcare Advertising Awards 2008: Bronze – Direct Mail*
- *Healthcare Advertising Awards 2007: Silver – PR Program; Bronze – Web site; Bronze – Print Ad*
- *Aster Award for Excellence in Medical Marketing 2008: Silver – Direct Mail*
- *Aster Award for Excellence in Medical Marketing 2007: Gold – Print Ad; Silver – Brochure*