

JAMI FORCE-LUDWIG

SALES, MARKETING & GROWTH LEADER

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EXECUTIVE PROFILE

Sales, marketing and growth leader with 20+ years of experience building brands, marketing functions and digital acquisition programs that support revenue growth. Proven track record of transforming underdeveloped digital marketing operations into measurable lead-generation engines, including 158% website user growth at NYX Health and the creation of a consistent inbound pipeline for healthcare revenue cycle services. Combines executive-level strategy and sales leadership with hands-on expertise across SEO, paid media, CRM, websites, analytics, content, brand development, proposals, contracts and sales enablement.

CORE EXPERTISE

Sales & Marketing Leadership • Go-to-Market Strategy • Demand Generation • Business Development • SEO/SEM • Google Ads • Website Strategy & CRO • Brand Strategy • HubSpot & Salesforce • Pipeline Development • Proposal & Contract Development • RFP Management • Sales Enablement • Executive Presentations • Content & Email Marketing • Marketing Analytics • Graphic Design & Creative Direction

PROFESSIONAL EXPERIENCE

VP, SALES & MARKETING

NYX Health, LLC | 2024 – Present

Lead sales and marketing strategy for a national healthcare revenue cycle organization, overseeing demand generation, brand positioning, digital strategy, sales enablement and business development support.

- Transformed NYX Health's digital presence by rebuilding and optimizing the company website and SEO strategy; increased website users 158% and sessions 143% from 2024 to 2026.
- Built the company's inbound lead-generation program from the ground up, growing from virtually no web-generated opportunities to consistently generating 3–8 healthcare RCM leads per month.
- Oversee the sales function and meet regularly with the sales team to review pipeline, prospect strategy, outreach and alignment with company growth priorities.
- Own proposal and contracting support for new business, developing proposals, pricing presentations, statements of work, contracts, RFP responses, executive presentations and customized sales materials.
- Implemented modern marketing and sales infrastructure, including HubSpot, GA4, Google Ads, conversion tracking, SEO platforms, marketing automation and performance reporting.
- Built and manage integrated demand-generation programs across organic search, paid search, LinkedIn, email, social media, content marketing, PR, conferences and targeted prospect outreach.
- Lead website strategy and ongoing optimization, including information architecture, service-line positioning, landing pages, conversion paths, SEO, content development and analytics.
- Partnered with executive leadership to launch, market, grow and sell an eligibility services division in less than one year.
- Lead go-to-market strategy for healthcare services and emerging technology offerings, including AI-enabled prior authorization and denial solutions, developing positioning, messaging, web content, campaigns, presentations and sales collateral.

OWNER & INDEPENDENT MARKETING CONSULTANT

Force Photography & Design | Force Marketing & Design | 2015 – Present

- Provide fractional marketing leadership and hands-on execution for healthcare, revenue cycle, laboratory, technology and professional service organizations.
- Develop and execute SEO, paid search, LinkedIn advertising, website, content, email, social media and lead-generation strategies across multiple client brands.
- Build and optimize WordPress websites, landing pages, conversion paths, SEO architecture and website content.
- Manage Google Ads, keyword strategy, search-term analysis, GA4, conversion tracking and ongoing campaign optimization.
- Develop brand positioning, messaging, sales collateral, presentations, proposals, social content and integrated campaigns.
- Partner directly with company leadership and sales teams on go-to-market strategy, lead generation, sales enablement and growth initiatives.

MARKETING DIRECTOR

HealthWare Systems / EligibilityOne / Naviquis | 2020 – 2024

- Led and managed a three-person marketing team supporting multiple healthcare brands, setting priorities and directing day-to-day marketing execution.
- Developed and executed annual marketing plans aligned with organizational growth and sales objectives.
- Led website strategy across three brands, including redesigning the HealthWare Systems website and creating and managing the EligibilityOne and Naviquis websites.
- Directed brand, content, social media, email, collateral and sales enablement initiatives across the organization.
- Managed Salesforce CRM and supported sales with lead management, campaigns, presentations and marketing materials.

MARKETING MANAGER

HCFS, Inc. | 2013 – 2019

- Served as the primary in-house marketing resource, managing website strategy, brand, content, social media, CRM and sales support.
- Developed and maintained a new WordPress website and increased web traffic by 51%.
- Managed Salesforce to support lead tracking and sales activity.
- Improved brand consistency through redesigned marketing materials and expanded the company's digital and social presence.
- Created presentations, collateral and sales support materials for business development initiatives.

MARKETING MANAGER

HRS Erase, Inc. | 2012 – 2013

- Owned day-to-day marketing across the company website, marketing materials, brand presence and social media, developing hands-on website and digital marketing expertise.
- Administered Salesforce for the sales team and served as project manager for marketing and sales initiatives.

SENIOR GRAPHIC DESIGNER & MARKETING ASSISTANT

Kraft Tool Company | 2006 – 2012

- Built a strong creative and production foundation while supporting B2B and B2C marketing initiatives.
- Designed and produced new packaging for five Kraft Tool subsidiaries and transformed a 148-page product catalog into a modern, full-color design.
- Helped establish the company's social media presence and developed client newsletters, print campaigns and multi-touch marketing programs.

EDUCATION & LEADERSHIP

B.S. Digital Media | Northwest Missouri State University | 2003

Director of the Board & Communications Chair | HFMA South Texas | 2013 – 2018