

MARK W LAMPLUGH JR

Chief Executive Officer | TV Host | Author | Member of the Board

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Philadelphia



EXPERIENCE

Chief Executive Officer

South Jersey Treatment Management Company

12/2023 Pitman, NJ

- Define and set the strategic direction to achieve the mission of providing the highest quality addiction and mental health treatment options in New Jersey, instilling a client-first mentality to ensure patients are met with compassion, innovation, and excellence
- Develop innovative strategies to advance addiction and mental health care, with oversight of a 100-employee organization to deliver and deploy initiatives and programs aligned with organizational objectives
- Transformed strategic vision into actionable success, driving a 300% increase in inpatient leads and a 400% boost in monthly revenue within 3 months
- Led the expansion of Lifetime Recovery and Renewed Light, and the openings of Changing Tides and Renewed Light of Marlton facilities, leading to consistent revenue growth month over month
- Reorganized each facility, leading to an initial increase in revenue from \$500K per month, followed by \$2.5M in subsequent months, producing unmatched results in the organization's history
- Relaunched Partial Hospitalization Program (PHP) housing, opening several supportive housing homes and achieving monthly revenue growth of \$620K per month, on average
- Secured a spot for the center on a national network and a deal with the Meg Ryan Show
- Improved employee retention, engagement, and satisfaction by hiring the right talent, defining role scope and accountabilities, and introducing new benefits to support work-life balance and employee wellbeing

Chief Marketing Officer

Atlas Healthcare Group

08/2022 - 12/2023 Los Angeles, CA

- Headed the Marketing function, with leadership of a team of 20 and oversight of marketing operations across 5 facilities, maximizing growth and enhancing brand visibility
- Managed relationships with internal stakeholders and external vendors, implemented comprehensive marketing automation systems, and leveraged data analytics and market research to produce outstanding outcomes, including extending reach and augmenting customer engagement
- Produced additional revenue of \$1.5M within 7 months, by restructuring 60+ outbound referrals and revamping the Business Development team
- Generated an additional \$3M in monthly revenue by securing 60 admissions per month and enhancing monthly insurance verification from 30 to 200
- Increased admissions call volumes for inpatient leads from 10 to 500 per day by implementing a Google PPC campaign, in addition to achieving a cost per patient of \$2.5K
- Streamlined operations by eliminating a non-performing call center and launching a new one in another state, building and onboarding a high-performing and diverse team
- Managed \$100K monthly Google Ads campaigns, enabling optimal performance and ROI
- Developed and deployed SEO strategies for 9 websites, improving search engine rankings and organic traffic

Head of Marketing & Growth

Maryland Oncology Hematology

04/2019 - 08/2022 Washington, DC

- Directed marketing for 15 oncology locations, serving as CMO and board member
- Managed \$1.5M budget, achieving \$1.3B revenue by pandemic's end
- Expanded to 15 offices, added 4 service lines, launched 2 cancer centers
- Centralized marketing, saving \$2M annually
- Increased online presence with 50% review growth in 8 months
- Grew social media following by 1300% in 2 years

SUMMARY

CHIEF EXECUTIVE OFFICER | BOARD MEMBER | AUTHOR

Visionary CEO and CMO, Board Member, and best-selling Author with 15+ years of experience fueling revenue growth and optimizing ROI across various companies and non-profit organizations in the healthcare, wellness, and media industries. Adept at building top-tier marketing organizations, turning around underperforming operations, and driving transformational change. An empathetic, collaborative, and adaptable leader known for making data-driven decisions to achieve and sustain growth and expansion objectives. Highly skilled in cultivating a culture of innovation and inclusion, while developing, retaining, and engaging top talent. An innovator in business and marketing with a demonstrated history of boosting annual revenue by up to \$1.3B over 3 years in oncology and 60 million in mental health, in addition to providing subject expertise in 40+ Articles in major publications, including Entrepreneur Magazine, Business.com, The Startup, Better Marketing, and Kivo Daily. Authored "The AI Marketing Playbook", a publication providing valuable insights into AI in marketing, and attained a #1 ranking on Amazon, along with a book deal with Mercury Publishing for the existing and subsequent 4 books.

KEY ACHIEVEMENTS



Lead Generation Growth

Increased inpatient leads by 300% through strategic vision transformation.



Revenue Surge

Grew monthly revenue from \$500K to \$2.5M by reorganizing facilities.



Operational Efficiency

Reduced call center costs by launching a new high-performing team.



Revenue Enhancement

Secured \$3M monthly revenue with 60 admissions from marketing adjustments.

CERTIFICATION

Credential of readiness (core)

EXPERIENCE

Head of Marketing

Influence Media Solutions

📅 01/2018 - 04/2019 📍 West Palm Beach, FL

- Led the development and execution of a comprehensive business strategy, encompassing staffing, forecasting, budgeting, sales, and CRM
- Provided leadership to a direct team of 10 and a total organization of 1K+ employees
- Partnered with 12+ management teams across diverse sectors, including Legal, Automotive, Real Estate, Healthcare, Non-Profit, Public Safety, Retail, and SAAS
- Established a specialized web and development agency, focusing on marketing, branding, PR, digital strategies, website design, and social media
- Led company print communications, marketing, and PR, using Google Analytics to enhance ad performance and strengthen market position
- Optimized business prospects and bolstered marketing efforts, leading to a nationwide expansion and enhancing brand visibility and stakeholder engagement
- Introduced the world's first mobile app for reporting workplace harassment, advancing employee safety in the workplace
- Built long-lasting partnerships with renowned clients, including Original Penguin, Sprout Health Group, Station House Retreat, Exclusive Real Estate, Around the Bezel, and Deer Hollow Recovery

Chief Marketing Officer

Premier Wellness Solutions

📅 03/2015 - 01/2018 📍 Salt Lake City, UT

- Established and aligned marketing strategies for the health and wellness sector to broader business plans and strategic priorities
- Provided consulting to health and wellness clients, including Advanced Health & Education and Cedar Point Recovery
- Created and refined PR materials, including news releases, web content, and pitches
- Built and fostered key partnerships with nonprofits and government entities
- Drove rapid growth and revenue within the first 5 months and boosted social media engagement by 800%
- Led an effective Google AdWords campaign, improving patient acquisition by 300% across 6 US facilities
- Launched and managed a liaison program in 3 states, increasing patient referrals by 200%

Market Expert & Contributor

Entrepreneur Magazine & Business.com

📅 05/2021 📍 Santa Ana, CA

Per Diem Marketing Advisor

Guidepoint

📅 02/2016 - Present 📍 New York, NY

Per Diem Consultant

Coleman Research

📅 03/2015 - Present 📍 New York, NY

EDUCATION

Credential of Readiness (CORE)

Harvard Business School

📅 Date period 📍 Boston, MA In Progress

Industrial Fire Science Program

Texas A&M

📅 Date period 📍 Tx

- College Station, TX

SKILLS

Adwords Artificial Intelligence

Strategic Marketing Budgeting

Business Development Business Strategy

CRM Google Ads Google Adwords

Employee Engagement

Market Research & Analysis

Revenue Optimization PPC Team Leadership

SEO Stakeholder Engagement

Strategic Partnerships

FIND ME ONLINE



LinkedIn

<https://www.linkedin.com/in/marklamplugh/>



Press

<https://www.mychesco.com/a/news/regional/unlocking-marketing-future-mark-lamplugh-the-ai-marketing-playbook-transforms-strategies-with-ai-innovation/>



Publication

<https://www.entrepreneur.com/growing-a-business/the-santa-claus-approach-unwrapping-marketing-lessons-from/466383>



Press

<https://www.cxomagazine.com/expanding-access-to-high-quality-addiction-and-mental-health-care-through-innovative-solutions/>



Website

<http://marklamplugh.com/>



Publication

<https://www.entrepreneur.com/growing-a-business/11-effective-marketing-strategies-to-help-streamline-your/457649>

TV HOST

Street Level Marketing Show

📅 01/2025 - Present 📍 Now Media TV

Street Level Marketing is a weekly marketing show I host and co-produce with Now Media TV Network, spotlighting the latest industry trends, showcasing innovative tools, and featuring insightful interviews with expert guests. It is broadcast in 18 U.S. cable markets, as well as in Mexico and South America, and is also streamed globally on Roku, Amazon Fire, and Apple TV.