

Courtney Holloway Henry

Senior Brand & Communications Strategy Leader / Executive Advisor

CT, United States | [LinkedIn](#) | [Website](#)

Brand and marketing strategist with 20+ years across healthcare, financial services, education, and consumer brands.

Former agency vice president who now runs GrowthMinded Strategy, advising CEOs and senior teams on positioning and growth decisions.

EXPERIENCE

Fractional Chief Marketing Officer (GrowthMinded Client)

Jan 2021 — Jan 2026

Institute of Restorative Health

Remote

Served as embedded senior marketing leader for an international clinical education organization. Led brand repositioning, rebranding, audience strategy, messaging, and integrated marketing planning. Used practitioner research and enrollment data to sharpen program value propositions. Initiatives contributed to 5X growth in lead generation and the organization's highest-enrolling period.

Founder & Principal Strategist

Jul 2020 — Present

GrowthMinded Strategy

Simsbury, CT

Runs an independent strategy consultancy working with founders, CEOs, and leadership teams on positioning, brand differentiation, audience understanding, and marketing priorities. Designs stakeholder interviews, voice-of-customer research, and competitive assessments, then turns the findings into positioning platforms and messaging frameworks. Advises healthcare, wealth management, and professional services clients, including Entrust Wealth Partners and The Carragher Method.

Client Communications Manager

Apr 2017 — Mar 2021

Cigna (Tailwind Agency)

Bloomfield, Connecticut

Developed integrated employee health and engagement communications for large employers including Disney, JPMorgan Chase, the NFL, Charter Communications, Macy's, American Cancer Society, and ALDI. Translated complex healthcare benefits and behavior-change topics into communications that fit diverse employee audiences. Worked with client stakeholders and multidisciplinary teams on strategy and campaign execution.

Vice President, Management Supervisor

Jul 2015 — Feb 2017

Hill Holliday

Boston, Massachusetts

Led senior client relationships and cross-functional agency teams on integrated brand and marketing programs for Planet Fitness, Bank of America, Merrill Lynch, and U.S. Trust. Connected brand strategy, creative development, and campaign delivery around measurable business outcomes. A Planet Fitness campaign beat the prior single-day membership record by 162% and raised year-over-year January joins by 67%.

Assistant Director, Account Management

Mar 2014 — Jul 2015

Boston University, Creative Services

Boston, Massachusetts

Held the assistant director role in account management within Boston University's Creative Services group. Worked on institutional communications and client relationships during this period.

Senior Account Executive / Account Executive

Jul 2010 — Feb 2014

Boston University, Creative Services

Boston, Massachusetts

Advised university stakeholders on audience-informed marketing, positioning, messaging, and institutional communications. Managed complex relationships and cross-functional projects. Served as lead strategist and account manager for Sargent College of Health & Rehabilitative Sciences.

Account Executive & Earlier Roles

Jun 2007 — Jul 2010

Hill Holliday

Boston, Massachusetts

Supported integrated communications for national accounts, including Liberty Mutual. This was the start of the agency career that led to later leadership roles.

Intern

Sep 2006 — May 2007

Hill Holliday

Boston, Massachusetts

EDUCATION

Questrom School of Business, Boston University

Jan 2011 — Jan 2014

Master of Business Administration (MBA) in Marketing

Endicott College

Jan 2003 — Jan 2007

Bachelor of Business Administration (BBA) in Marketing

Boston University

Jun 2014

MBA, Marketing

SKILLS

Strategic Insights · Brand Strategy · Organizational Leadership · Leadership Development · Business Development · Account Management · New Business Development · Social Media · Integrated Marketing · Advertising · Management · Online Advertising · Digital Marketing · Brand Positioning & Architecture · Audience & Behavioral Insights · Research & Competitive Intelligence · Value Propositions & Messaging · Integrated Communications Strategy · Customer Journey & Experience · Executive Workshops & Presentations · Creative & Agency Leadership · Growth Strategy & Marketing Prioritization