Annie Miller Furlong

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Marketing leader with 18+ years in healthcare, tech, and employer benefits, serving Fortune 500 clients and specializing in B2B2C go-to-market across employers, partners, and end users. Built and scaled marketing functions at Cleo and Carrum, driving 62–85% YoY member adoption growth in regulated, multi-stakeholder environments.

PROFESSIONAL EXPERIENCE

B2B2C Collective & Furlong Consulting LLC | December 2023 - Present

Co-Founder & CEO, B2B2C Collective

- Co-founded a paid community of B2B2C marketers who share challenges, benchmarks and best practices, and run its monthly peer calls on real-world problems
- Built and launched the membership site and resource library, using AI to turn community conversations into playbooks, articles, and decks

Fractional CMO and Independent Contractor, Furlong Consulting LLC

- Provide fractional marketing leadership, advisory and fixed-scope projects for member and consumer growth, lifecycle, content strategy and org design. Clients include Color Health, Onsera Health, Beyond Fertility, American Telemedicine Association and Apostrophe Health
- Create brand guidelines, campaign frameworks and production-ready email designs and code using Figma, Claude and Braze
- Build AI agents and automation for marketing operations, content creation and data tracking

Carrum Health | September 2023 - May 2026

Vice President, Growth and Consumer Marketing

- Owned the full member journey across B2B2C and B2C, from awareness and enrollment through activation, utilization and re-engagement, as Carrum grew from $40M+ to $110M+ ARR
- Grew member adoption and utilization 62% year over year in year one and 85% in year two
- Took marketing past registration for the first time, lifting registration-to-transaction conversion from 5.1% to 6.8% in year one
- Built re-engagement campaigns for members whose cases had closed for inactivity, bringing about 25% back as active patients
- Launched claims-based targeting that converted 12x better than broad eligibility campaigns, then rebuilt its content to more than double transactions from that group while cutting campaign costs 15%
- Redesigned the enrollment flow with Product to capture consent in as few clicks as possible, and rebuilt client landing pages around a simpler value proposition, lifting enrollment conversion 33%
- Grew the consumer marketing team to 12 and set up a tiered client servicing model: dedicated support for larger clients, with self-serve tools and automated campaigns below that threshold
- Owned budget planning and built monthly CAC reporting and multi-touch attribution from scratch

Cleo | January 2021 - September 2023

Senior Director and Head of Marketing

- Expanded from enrollment marketing to leading all of marketing, taking on member content within six months and B2B within a year, as Cleo grew from $14M to nearly $100M ARR
- Led a team of 8 across B2B, B2B2C and B2C marketing, external communications and PR
- Repositioned Cleo from a new-parent benefit to a multi-product line family platform (Baby, Kids, Teens, Caregiving), with standalone materials for each line and a bundle story on top
- Positioned related parenting and caregiving benefits from each employer's lineup inside the Cleo app, and trained the care team to refer members to them

Director, Member Marketing

- Grew enrollment 11% in year one across the book of business and set company records for both

activation and enrollment
- Built best practices from member insights and rewrote the care team's opening conversation scripts so members heard one consistent brand voice and value proposition

Guild Education | February 2018 – January 2021
Director, Partner Marketing
- Took ~200K eligible Disney Cast Members from awareness to use: 54% created an account and 30% enrolled in a program within two years
- Co-designed a graduation box with Disney for every Cast Member who finished a program, built to be shared inside the company and on social
- Redesigned the enrollment flow with Product to cut questions and clicks and capture consent for follow-up early
- Created and ran engagement campaigns reaching employees at Walmart, Disney, PepsiCo and Lowe's
- Managed a team of marketing managers supporting Discover, PepsiCo, Taco Bell, Chipotle and DaVita

AdvaMed | April 2015 – July 2017
Director, Marketing & Events
- Owned brand strategy, operations, digital marketing and budget for Events, growing the business line 14.4% in two years
- Led a team of 3 across email, digital, and marketing analytics
- Chaired the AdvaMed Women's Executive Network to advance gender diversity in medtech executive leadership

Advisory Board Company | June 2008 – April 2015
Associate Director, Strategic Marketing
- Led business and marketing strategy for c-suite executive engagement of firm's largest health system member accounts
- Ran health system executive summits, including budget, marketing, and customer relations & engagement while creating and improving internal processes to coordinate new product development, account management, and sales teams
- Co-Founder of the Emerging Women Leaders group within the Advisory Board Company, providing mid-level women with networking and skill-building opportunities to advance their careers and drive engagement and retention

Associate Director of Strategy & Operations, Account Management
Senior Manager of Strategy & Operations and Chief of Staff, Account Management
- Managed business needs, budget, training and development, staff allocation, and process improvement for a department of 120 employees, and oversaw the career development and performance improvement of 13 associate-level staff

SKILLS & COMPETENCIES
- Salesforce, Figma, Claude, Canva, Gamma, Customer.io, Braze, Marketo, WordPress, data analysis

EDUCATION
University of Denver | Denver, CO
Master of Science, Organizational Leadership, Strategic Innovation and Change

Colby College | Waterville, ME
Bachelor of Arts, Biology with a Neuroscience concentration; Minor in Business