

ASHLEY POLA

Marketing Executive · Healthcare AI & Deep Tech

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Marketing executive with 15+ years taking technical and regulated products to market in healthcare AI, medical devices, robotics, and consumer tech. At CalmWave, Vave Health, and Ekso Bionics I built the full engine, from category to pipeline: \$0 to \$174.5M in pipeline and 70x revenue growth. I also build AI agents: ashleypola.com/tools.

EXPERIENCE

CALMWAVE Director of Marketing

Jun 2022 – Apr 2026 · Healthcare AI

- Led marketing from zero across three funding rounds, reporting to the CEO and presenting to the board quarterly; tripled the team to a blended 10+, owned a budget up to \$1M, and built 8 AI tools for marketing and sales.
- Grew marketing-sourced pipeline from **\$0 to \$174.5M**; sourced Wellstar, Georgia's largest health system, via inbound.
- Created and named the **Operations Health** category, cited by GeekWire, CB Insights, and investor decks (\$13.6M raised).
- Built the messaging system used by product, sales, marketing, and CS; discovery calls fell from 45 to 20 minutes because buyers arrived understanding the category.
- Led the rebrand and two site builds (organic traffic **6x**); launched Transparent AI and Alarm Insights (demos +25%, +50%).
- Ran trade shows at HLTH, ViVE, and CHIME; events drove 30% of pipeline growth at a third of typical booth cost.
- Ran ABM, lifecycle, SEO, GEO, and paid; one ABM play booked meetings with **90%** of target executives.

DIMENSION EXPRESS Head of Brand & Strategy

Jan 2022 – Present · B2B SaaS · Consulting

- Relaunched a dormant SaaS platform, positioning through pricing; revenue grew **20%** and subscriptions **10%** in one quarter.
- Directed the build of an AI system that keeps 60K+ appliance specs current, replacing manual data entry.

VAVE HEALTH Head of Marketing

Nov 2020 – Sep 2023 · Medical devices + SaaS

- Led marketing reporting to the CEO; owned a budget up to \$2M and four agency partners.
- Grew revenue **70x**, from \$20K to \$1.4M ARR, and customers from 10 to 120+.
- Shifted budget from clinician campaigns to medical education, which converted 5x better; landed Touro and IU.
- Created and produced **EduCast**, a 15-episode expert video series, and built the clinical KOL program.
- Led the company side of FDA audits during a product launch, with no major observations.

EKSO BIONICS Marketing Manager

Apr 2019 – Oct 2020 · Robotics

- Owned brand and marketing strategy for a Nasdaq-listed company in clinical and industrial markets; budget up to \$1.2M.
- Across my tenure, revenue grew **23%** (\$11.3M to \$13.9M) and the company added 98 new customers at a \$198K price point.
- Rebuilt the two-market brand (EksoHealth, EksoWorks) and launched a five-language site.
- Led three global launches; medical revenue grew **71%** in EksoNR's launch quarter and set a record the next.
- Created a \$30K co-marketing package that **20+ customers** bought, plus a user group and support for 14 distributors.
- Introduced the category's first ecommerce channel and subscription model.

TESLA Lead Customer Experience Specialist, Brand & Partnerships

Apr 2017 – Jul 2018 · Bay Area

- Led Tesla's LA Auto Show presence at the Model 3 debut: **20K+ leads**, ~\$50M pipeline, \$25M earned media.
- Wrote the Model 3 delivery playbook; onboarded 20K customers at the first delivery hub, a format scaled globally.
- Built partnerships with SF Symphony, SF International Film Festival, Jackson Family Wines, and a PGA event.

CAPABILITIES & RECOGNITION

Category design · Positioning & messaging · Product marketing · Demand gen & ABM · Regulated claims · AI tools & agents
Work recognized by Fast Company Innovation by Design, IDSA IDEA, GeekWire Innovation of the Year (2x), CB Insights Digital Health 50, and Inc. Best Workplaces. Featured or cited in Fast Company, GeekWire, TechCrunch, Axios, and Forbes.

EDUCATION

Cornell University, Executive Women in Leadership Certificate (2019) · University of Stirling, BA (Hons) Philosophy (2014)