

TESHERA N. HULL

CHICAGO IL • 312-237-6384 • TESHERA.HULL@GMAIL.COM • [LinkedIn](#)

LEADER | COLLABORATOR | INNOVATOR

Award-winning marketing and medical education leader with deep expertise in cardiology and provider engagement, specializing in developing evidence-based educational strategies that strengthen clinical practice and improve patient outcomes. Known for translating complex clinical concepts into clear, actionable resources for physicians, shaping disease-area strategies, and leading cross-functional initiatives that advance adoption of guideline-aligned care. A strong track record of partnering with clinicians, medical societies, and commercial teams to deliver high-impact programs that elevate clinical decision-making and drive measurable change across diverse care settings.

CORE COMPETENCIES

Provider Engagement & Education: Referral Pathway Optimization | Peer-to-Peer Programs | Clinical Value Messaging | KOL Strategy

Marketing Strategy & Execution: Demand Generation | Multi-Channel Activation | Go-to-Market Strategy Design & Execution | Sales Enablement | Market Development

Commercial Leadership: Cross-Functional Alignment | Field Team Support | Localized Market Strategy | Competitive & Market Analysis

Execution Excellence: Program Management | Stakeholder Collaboration | Operational Efficiency | Industry Event Leadership

PROFESSIONAL EXPERIENCE

Marketing Director, Diagnostic Cardiology (US and Canada)

February 2022-Present

GE HEALTHCARE

Lead national provider engagement, clinical education, and multi-channel marketing strategies across the Diagnostic Cardiology portfolio, partnering closely with commercial, clinical, and product teams to drive adoption and influence provider decision-making.

- Develop and execute physician education programs that strengthen provider understanding of diagnostic pathways and drive utilization of cardiology technologies.
- Build and manage KOL partnerships to shape clinical messaging, peer-to-peer programs, and market-shaping initiatives.
- Create GTM strategies and demand-generation campaigns supporting new product launches and installed base retention.
- Partner with sales leadership to deliver sales enablement tools, training, and localized market resources that improve provider engagement.
- Leverage data insights and installed base analysis to refine targeting, improve retention, and identify growth opportunities.
- Lead cross-functional collaboration with product marketing, medical affairs, and commercial operations to ensure aligned execution and measurable impact.

Key Achievements:

- **CEO Award – Deliver on the Future of Healthcare (2025)** for designing and delivering a flagship Learning Lab at ACC, transforming it into evergreen OnDemand content with long-term commercial value.
- **Impact Awards (2022, 2023)** for innovative execution of ACC Expo and training 100+ employees across the cardiology organization.

Marketing Manager, Radiology & Interventional Cardiology (US and Canada)

July 2021- February 2022

GENERAL ELECTRIC (GE) - HEALTHCARE

- Led multi-channel marketing activations supporting new product introductions and installed base retention.
- Identified clinical and economic needs to shape messaging and value-based marketing strategies.
- Partnered with industry leaders to develop peer-to-peer education programs that supported adoption and referral growth.
- Collaborated with regional commercial teams to plan and budget for evidence generation supporting product launches.

Manager, Division of Education

August 2017- July 2021

AMERICAN COLLEGE OF SURGEONS

- Directed the *Industry Innovations Team*, developing new clinical education programs including conferences, eLearning, and live courses.
- Oversaw 9 committees and 50+ volunteers, ensuring alignment with accreditation standards and clinical excellence.
- Built strategic relationships with surgeons, societies, and industry partners to advance professional development and advocacy.
- Designed multi-format education programs that addressed evolving clinical needs and supported practice change.

Manager, Medical Education

March 2016 - July 2017

TERUMO INTERVENTIONAL SYSTEMS

- Managed a \$720K annual training budget, delivering programs under budget while expanding reach and impact.
- Developed standards and protocols for evaluating medical education programs and ensuring clinical relevance.
- Created market insights to optimize strategy during new product launches.
- Implemented program evaluation systems to measure provider engagement and behavior change.

Manager, Northeast Medical Education

June 2014 - December 2015

ABBOTT LABORATORIES (FORMERLY CARDIOVASCULAR SYSTEMS, INC.)

- Managed relationships with 57 KOLs across five regions, aligning education with commercial strategy.
- Designed and executed regional medical education programs and speaker series to support clinical adoption.
- Gathered marketplace insights to refine education strategies and drive utilization of cardiology technologies.

Additional Experience

Professional Education | Market Development | System Analytics

JOHNSON & JOHNSON (Ethicon, Inc., OrthoMcNeil-Janssen Pharmaceuticals, Neutrogena)

Marketing Coordinator | New Product Development | R&D

ESTEE LAUDER COMPANIES: (Bobbi Brown Cosmetics | MAC Cosmetics)

EDUCATION | AWARDS & HONORS

EDUCATION:

Northwestern University | Master of Science (GPA: 4.0)

Pepperdine University | Bachelor of Science: Business Management (Magna Cum Laude Honors)

AWARDS:

CEO Award – Deliver on the Future of Healthcare – 2025

Impact Awards - Deliver with Focus GE HealthCare – 2022, 2023

Employee Recognition Award American College of Surgeons – 2019

Global Standards of Leadership Award Johnson & Johnson – 2009

HONORS:

Beta Gamma Sigma International Honor Society – Lifetime Member | Selected for academic excellence and leadership potential as part of the top 10% of undergraduate students across [AACSB-accredited](#) business schools worldwide. Widely regarded as the business equivalent of Phi Beta Kappa, this distinction reflects commitment to integrity, innovation, and high-performance standards in global business leadership. [Learn more.](#)



Golden Key International Honour Society – Lifetime Member | Selected for academic excellence, leadership potential, and commitment to service in the top 15% ranking in chosen field of study. Membership reflects distinction across accredited institutions and alignment with high-performance standards valued in executive leadership. [Verification:](#) 63130133457770

