



# Leigh Householder

Marketing and Innovation Consultant, House Strategy

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**Partner to healthcare and B2B companies in creating high-impact customer experiences through digital strategy, digital/organizational innovation, market research, accountable analytics, and customer co-creation.**

## ABOUT ME

As an early tech and data adopter with deep experience in communications, commercial and clinical organizations, my dynamic career has given me the opportunity to be part of the growth and evolution of nearly every aspect of marketing engagement, including leadership of projects and teams in:

- Brand and digital marketing
- Team transformation
- Behavioral science integration
- Customer research and co-creation
- AI- and data-driven innovation
- Product planning and development

I'm recognized for my ability to take the first draft, align multiple points of view into singular strategies, and facilitate the best meeting you'll have all year. I work with people who are always curious to learn more about their customer, their team, and the technologies that can connect them.

## WHAT I OFFER CLIENTS

In focused short-term engagements or in longer fractional roles, I work with clients to develop actionable blueprints for effective change. Those strategic tools include research, planning, and measurement across programs focused on customer engagement, organizational change, and service development.

## MY APPROACH

The first time clients reach out to me is generally a moment when they need an expert on their side. But they come back because they want to be part of process that reveals their team's strengths and ingenuity again and again. I start with curating what your team already knows through research analysis, internal interviews, and engaging workshops. From there, we validate with nimble research, apply in actionable toolkits, and integrate with accountable metrics. My House Rules guide the work, leveraging specific principles of modern human behavior to make every strategy more adoptable and more effective.

## RECOGNITION AND ACHIEVEMENT

I've published books on global healthcare trends and behavioral science for healthcare communicators, spoken on podiums around the world, been named one of my industry's most innovative people and an HBA Luminary, and built stories and brands with great people across healthcare and tech.

