

# THOMAS H. ROGERS

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Senior marketing technology and analytics leader with 18+ years translating complex data, analytics, and AI capabilities into measurable business outcomes. Expert in building and scaling multi-discipline teams, marketing measurement frameworks, and go-to-market infrastructure within large healthcare organizations. Rare combination of strategic leadership (\$16M budget, 30+ person team at a \$2B enterprise) and hands-on technical fluency (MS Data Science, production experience with Python, SQL, and AI/ML systems). Track record of creating functions that didn't previously exist, launching products and brands from naming through GTM execution, and leading enterprise AI adoption with pragmatism over hype.

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## CORE COMPETENCIES

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Marketing Technology & Operations | Analytics, Attribution & ROI Modeling | AI/ML Strategy & Enablement

Go-to-Market Strategy & Execution | Brand Development & Product Launch | Account-Based Marketing  
Team Building & Organizational Design | Voice of Customer & Market Research | Healthcare B2B

## PROFESSIONAL EXPERIENCE

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**Founder & Principal Consultant** | *Jetpacks They Said* Nov 2025 - Present

*AI growth systems consultancy helping B2B professional services firms build marketing operations infrastructure, go-to-market systems, and AI-enabled workflows.*

- Design and build marketing operations systems for commercial teams, including automated creative asset generation, multi-channel campaign execution, and analytics infrastructure.
- Develop brand positioning and go-to-market strategies that translate complex value propositions into compelling market narratives for enterprise buyers.
- Create marketing measurement frameworks with ROI dashboards and attribution models tailored to high-consideration B2B buyer journeys.
- Build proprietary assessment tools and interactive experiences that function as lead generation engines with defined conversion funnels.

**Vice President, Marketing Technology, Operations, Analytics & Research** | *Vizient, Inc.* Apr 2021 - Nov 2025

*Led the full marketing infrastructure organization for a \$2B healthcare company, owning technology, demand generation systems, analytics, research, and creative services across a matrixed enterprise.*

- Built and led a 30+ person multi-disciplinary organization spanning marketing technology, analytics, operations, research, and creative with \$16M budget ownership.
- Created three functions that didn't previously exist (analytics, marketing technology, insights), growing analytics from 1 person to a 5-person practice with dedicated IT support.
- Transformed a 2,000-respondent Voice of Customer program from passive data collection into an actionable system that now guides strategic decisions and informs long-term metrics.
- Established Vizient's first account-based marketing program, serving as the connective tissue between sales and marketing. Recognized with an industry award for pipeline impact.
- Led enterprise AI adoption as nominated AI Super Champion: trained hundreds of team members, established Writer as a core generative AI platform, and built governed workflows.
- Drove Sitecore personalization strategy delivering 13 distinct digital experiences tailored to C-suite and professional personas. Won a Sitecore Digital Impact Award.
- Served as marketing lead for SafeSource Direct, Vizient's domestic PPE manufacturing investment during the COVID-19 pandemic.
- Built a marketing technology roadmap and utilization framework showing where investments were driving value and where they were not.

**Associate Vice President, Product & Solution Marketing** | Vizient, Inc. Nov 2018 - Apr 2021

*Directed product marketing and solution go-to-market strategy. Established core marketing capabilities and operational frameworks.*

- Named, branded, and led go-to-market execution for Alluma, a Pharmacy Benefits Manager created as a joint venture with the Mayo Clinic, now managing 250,000+ lives.
- Named and developed the comprehensive GTM plan for the Vizient Savings Actualyzer, a flagship product helping health systems quantify supply chain contract value.
- Established Vizient's first formal account-based marketing discipline, improving alignment between sales and marketing for enterprise health system accounts.
- Formalized the marketing technology function and created a utilization framework to optimize platform investments and vendor accountability.

**Marketing Director, Supply Chain Analytics** | Vizient (Novation) 2014 - 2018

- Led product marketing for supply chain analytics solutions, developing value propositions, competitive positioning, and multi-channel launch strategies.
- Built data infrastructure connecting product marketing execution to revenue analytics and pipeline reporting.

**Executive Director** | Children's Eye Foundation 2010 - 2014

*Developed, funded, and operated a \$1M public health program focused on children's vision health in North Texas, funded by Alcon.*

- Personally trained 156 medical professionals on children's vision screening techniques, resulting in 40,000+ children receiving screenings.
- Created and managed a comprehensive lifecycle marketing plan, care coordination process, and community awareness campaign that reached someone every 95 seconds during peak periods.
- Won an award for the "Little Ambassadors" program, centering parent storytelling in public health outreach. Doubled donation revenue.
- Identified need for and developed the Amblyopia Patching Kit, a clinical support tool for treating children's vision conditions.

**Product Marketing** | Novation (now Vizient) 2005 - 2010

- Commercialized supply chain solutions across a breadth of healthcare categories, from foodservice to custom procedure trays, floor coverings to MRI machines.
- Developed deep understanding of healthcare system buying behavior: how procurement, sourcing, and contracting operate across health systems.

## EDUCATION

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**Master of Science in Data Science** | Southern Methodist University 2017

**Master of Business Administration** | Southern Methodist University 2008

**BBA in Marketing** | Texas Christian University 2005

## TECHNICAL PROFICIENCY

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**Languages & Analytics:** Python, R, SQL, Tableau, Power BI, Alteryx

**Marketing Platforms:** Salesforce, Marketo, Sitecore, Adobe CDP, HubSpot, Google Analytics, Adobe Analytics

**AI/ML:** Predictive modeling, NLP, LLM application development, Writer, enterprise AI governance and enablement

**Infrastructure:** ETL/ELT, data governance, marketing automation, CRM integration, web personalization