

CAREER CAPITAL INDEX

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CAREER CAPITAL INDEX

Overall score: 64 / 100

Your biggest lever is C-suite visibility and P&L ownership, not more pipeline wins.

Dimension breakdown**Market Positioning — 70/100**

Nine years in healthcare SaaS marketing is a credible, differentiated specialization most VP candidates in your company won't have.

Skill Leverage — 68/100

Your team-of-6 leadership and demonstrated pipeline growth are real evidence, but they're not being translated into P&L language decision-makers weigh promotions against.

Network Capital — 52/100

Your relationships are strong laterally and downward but thin with the C-suite — exactly the gap that's blocked two promotion attempts.

Visibility & Personal Brand — 46/100

This is the binding constraint: strong work isn't reaching the people who decide the VP role.

Momentum — 66/100

Two passed-over cycles without a clear narrative shift risk becoming a pattern the org starts to expect.

Strengths

- Deep, specialized healthcare SaaS marketing expertise
- Proven team leadership with a track record of pipeline growth
- Genuine cross-functional credibility with sales and product

Gaps

- No direct P&L ownership or budget-authority experience
- Limited visibility with C-suite decision-makers
- No documented narrative connecting your work to company-level outcomes

90-DAY ROADMAP

Days 1-30 — Build the P&L narrative and C-suite visibility plan

Translate your last 4 quarters into P&L-relevant metrics

Why it matters: VP decisions get made on budget impact, not campaign metrics.

How: Rebuild your team's results as cost-per-acquisition, pipeline-to-revenue ratio, and marketing spend efficiency versus company targets.

Request a structured 1:1 with the CMO or CRO

Why it matters: You need a direct channel to whoever actually decides the VP role, not just your current manager.

How: Ask your manager to broker a 20-minute intro framed around 'aligning marketing execution with next year's revenue targets.'

Days 31-60 — Get in front of budget decisions

Volunteer to co-own a piece of next year's marketing budget planning

Why it matters: Budget involvement is the fastest credible path to P&L experience without a title change.

How: Propose owning the demand-gen line item forecast and defend it in the planning review.

Document and circulate a 'state of pipeline' one-pager monthly

Why it matters: Regular, concise visibility beats one big pitch.

How: One page, sent to your manager and CC'd to the CMO, every month, with the same 4 metrics tracked over time.

Days 61-90 — Make the case

Request a formal conversation about the VP path with named milestones

Why it matters: After two passed-over cycles, ambiguity is the enemy — you need explicit criteria.

How: Ask directly: 'What specifically needs to be true for me to be the next VP Marketing hire?' and get it in writing.

Identify and start informal mentorship with one sitting VP or CMO outside your company

Why it matters: An outside perspective helps you benchmark whether the gap is real or organizational politics.

How: Use your network to find one 30-minute conversation this quarter.

Quick wins

- Send a one-page 'state of pipeline' summary to your manager and CMO this week
- Ask your manager directly what blocked the last VP decision, in writing
- Volunteer for one budget-planning conversation this quarter

READY-TO-USE ASSETS

Executive positioning

Senior Marketing Leader turning healthcare SaaS pipeline into board-level revenue outcomes — building toward VP.

I lead a team of six inside a mid-size healthcare SaaS company, where nine years of specialized experience has translated into consistent, measurable pipeline growth. My focus now is closing the gap between strong campaign execution and the P&L fluency and cross-functional visibility that VP-level decisions require — moving from running marketing to owning its business impact.

Outreach message

Subject: 15 minutes on aligning marketing with next year's targets?

Hi [Name] — I'd value 15 minutes to walk through how our team's pipeline work connects to next year's revenue targets, and to hear directly what you're prioritizing from marketing at the leadership level. Would some time in the

next two weeks work?

Pitch line

"I turn healthcare SaaS marketing execution into pipeline the business can actually bank on."

THIS WEEK, THE AGENT RECOMMENDED

Send the 'state of pipeline' one-pager to your manager and CMO

Use the four P&L-relevant metrics from your roadmap; keep it to one page, sent this week.

Impact: high · Effort: low

Request the structured CMO/CRO introduction

Ask your manager to broker this specifically, framed around budget alignment, not a general check-in.

Impact: high · Effort: low

Draft your P&L-relevant metrics rebuild

Convert last four quarters of campaign results into cost-per-acquisition and pipeline-to-revenue terms.

Impact: high · Effort: medium

Identify one external VP/CMO for an informal benchmarking conversation

Use your network to find someone outside the company who can sanity-check whether the gap is skill or politics.

Impact: medium · Effort: medium

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