



Allyson Jacobsen

is a Global Marketing Executive who has led award-winning teams across the U.S., Europe, and Asia that were the recipients of 5 Gold Quill IABC Awards for Applied Intelligence, Beyond Imaging, The Future of -Ray, and Make Time Mammo, in addition to a Ragan Video, Visual, & Virtual Award.

With over 20 years of expertise, her background in entrepreneurship and technology expands across industries, including Healthcare, BioPharmaceutical, Financial Services, and Public Sector. She holds a Bachelor of Science degree from Christopher Newport University and a Master of Business Administration degree from Texas A&M University.

She has led large-scale marketing efforts and strategies on behalf of tech & medtech global corporations at several premiere industry events, including AWS re:Invent, GE's Global Data Science Symposium, SXSW, and the Azure Cloud Summit. She is a dedicated educator and thought leader on AI across Healthcare, Pharma, and Marketing topics.

Allyson is also a passionate mentor and presenter on topics around Women in Technology, AI, and Digital Marketing Transformation. She was in the Top 10 Most Listened To Podcasts of 2020 with Outcomes Rocket on How Data Can Improve Patient Outcomes. Allyson is dedicated and driven to change the dynamics for the future by using visibility, diagnostic tools, and technology to help save lives across the World.

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