



Laurie Dowd

Principle, Sg2

As a principle on the Consumer Innovation team, Laurie's focus is on health systems' identification and implementation of growth strategies. Additionally, she helps hospitals and health systems better understand and evolve consumer loyalty with their patients and prospective patients within their health care ecosystem.

Prior to joining Sg2, Laurie spent eight years with a firm that was acquired recently by WebMD, servicing health system clients to address needs such as patient acquisition, service line strategy, analytics, and customer relationship management software sales and adoption. Earlier in her career, she held various customer success roles focused on the consumer packaged goods vertical, with the goal of driving product volume through comprehensive marketing strategies.

Laurie holds a BS in marketing and entrepreneurship and emerging enterprises from Syracuse University. She spends her spare time with her husband chasing after their two young sons and two dogs.