Win the room before you enter it.

Executive Echo

Visibility is executive currency

- Opportunities find you
- Speaking invitations arrive
- Reporters call
- Board roles surface
- Top talent wants to work for you



95% of board chairs research executives online before reaching out.[1]

75% of B2B executives use LinkedIn to make business decisions.[2]

Optimized LinkedIn profiles are 87% more likely to be considered for new opportunities.[3]

Liz Malson
Medtech executive ghostwriter
elizabethmalson@gmail.com

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1. money.usnews.com/money/blogs/outside-voices-careers/articles/2017-05-05/how-headhunters-use-linkedin-to-find-talented-candidates?
2. business.linkedin.com/sales-solutions/b2b-sales-strategy-guides/the-state-of-sales-2020-report
3. lcs.com/2024/03/27/the-importance-of-linkedin-for-career-growth/

LinkedIn looks easy.

Executive Echo

Poor results

Busy executives:

- Repost company content
- Avoid opinions or points of view
- Use AI tools that reduce authenticity
- Engage inconsistently due to limited time

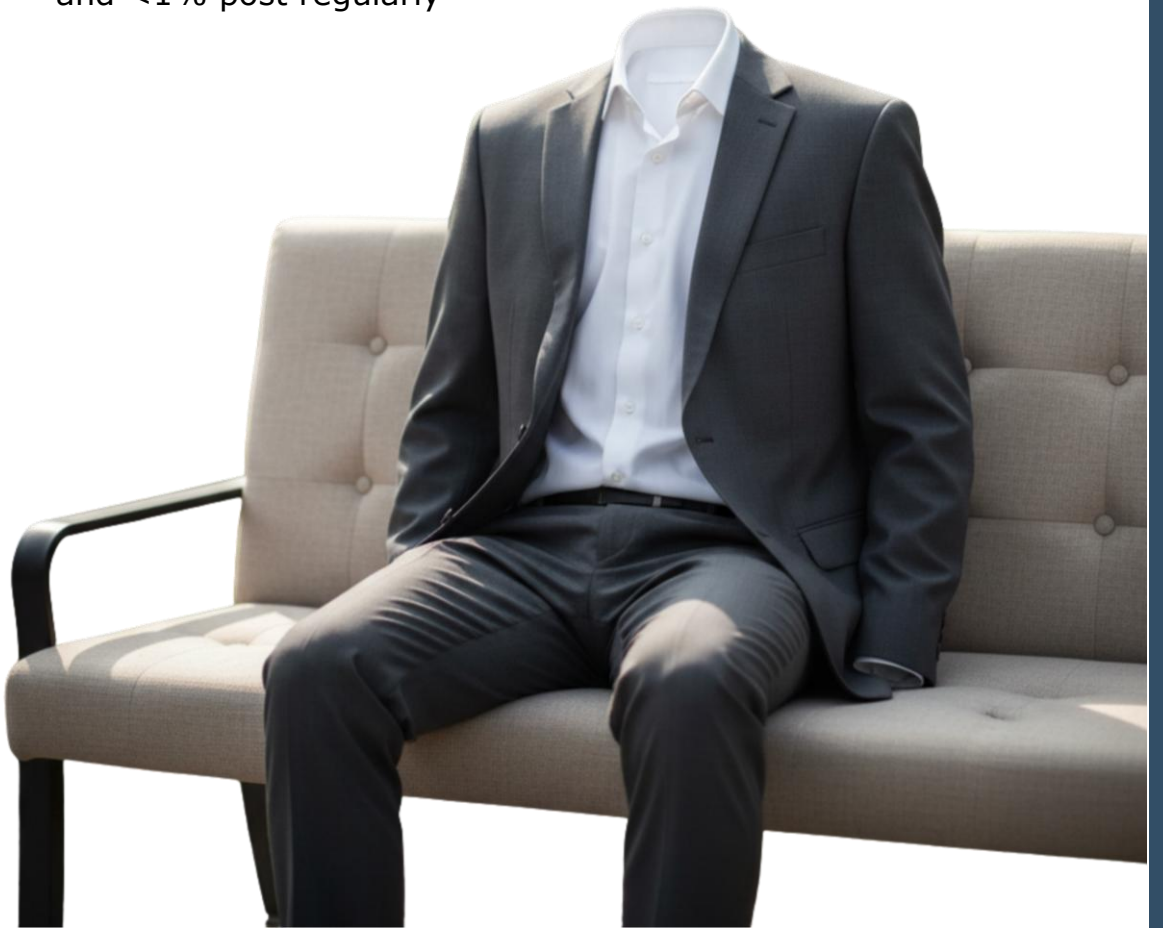
LinkedIn though leaders:

- Define audience for right visibility
- Lead industry conversations with novel and interesting content
- Build a publishing strategy posting 2-3 times per week

Good results

Most are invisible.

LinkedIn has 1 billion active members and <1% post regularly



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Visibility builds credibility.

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You've earned your expertise. Now it's time to be seen.

- Build credibility with investors, executives, and media
- Share insights that spark conversations and relationships

We translate your leadership into a visible, credible presence that opens doors before you enter the room.

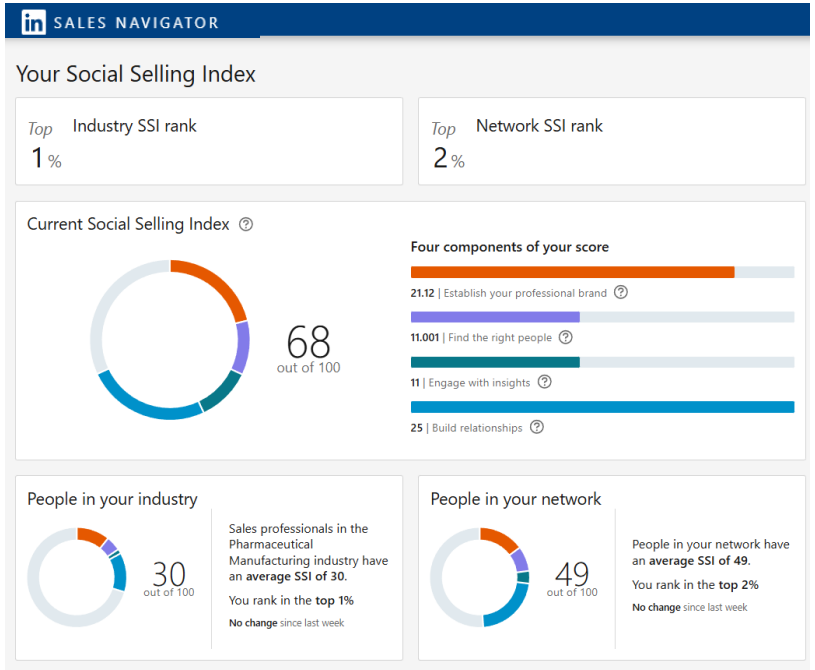
Executive Echo	Agencies
✅ 15+ years in biopharma & medtech	⛔ General knowledge
✅ Held CxO & VP+ roles at global firms	⛔ Limited
✅ Therapeutic areas & department leadership	⛔ Limited
✅ Original insights tailored to your niche	⛔ Focus on trends and industry news
✅ Expertise in your voice for your audience	⛔ Shallow to get followers not influence

Case study: 15 min/day grew reach 400x

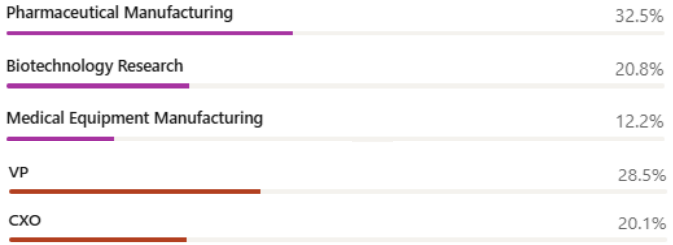
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With 7k followers, client is now top 2%

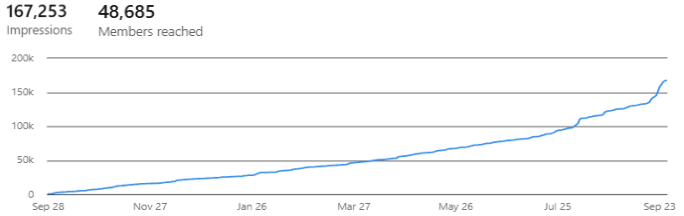
Client spent 15 minutes each business day connecting with peers on a provided target list, commenting on 5 posts from selected peers and uploading 10-12 provided posts.



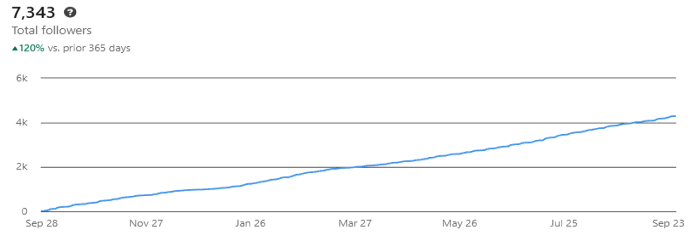
Built an audience of VP, CxO and board members at biopharma firms with daily outbound connection requests.



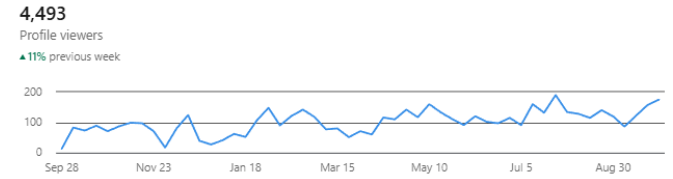
Expanded reach by 400x.
Impressions totaled 167,253 reaching 48,685 LinkedIn members in 1 year.



Gained 120% new followers.
Connections grew by 4,295 in 1 year.



Increased profile views by 11x.
Profile views totaled 4,493 in 1 year.



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We do the heavy lift. You review and post.

Executive Echo



Interviews to define goals and build your brand profile

Client time
3 hours

Update profile page

Client time
30 minutes

Review and finalize brand prolife and 12 drafted posts

Client time
2 hours

Client time
3 hrs/qtr

Discuss new topics then review and finalize delivered content

Client time
10 min/day

10 minutes a day to connect, comment, post and/or repost

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Now is the time to invest in you.

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Executive visibility compounds over time. The sooner you start, the faster your reputation grows.



1. Build the foundation (first 3 months - $9,500)

- Complete LinkedIn profile transformation
- 3 strategy sessions (1 hour each): positioning, audience, and voice
- Brand guide and voice/style document (the foundation)
- 20 ghostwritten posts and 2 feature thought-leadership articles (800-1,200 words)
- Strategic outreach and engagement plan



1b. Quarterly cadence (every 3 months - $4,950)

- 30 ghostwritten posts (2-3 per week)
- 1 feature article (800-1,200 words)
- 60-minute quarterly session to review, approve, and plan next quarter
- 1 round of edits included

2. DIY (one time - $6,500)

- Personal brand discovery workshop (2 hours) to define audience, positioning, voice, style
- 20 post templates with 12-month content planning framework
- AI tools and risks (Cowork, Copilot, Jasper)
- 90-minute implementation session

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Meet the executive behind Executive Echo

Executive Echo

Liz has 20+ years of commercial leadership experience at **Medtronic, Roche, Dentsply Sirona and Curia.**

She earned her MBA at the University of North Carolina, Chapel Hill and a Master of Science in Pharmaceuticals from the University of Southern California.

Having worked directly for 5 CEOs as a member of the executive team, Liz builds personal brands that reflect real medtech leadership.

You'll work directly with Liz, not an account manager. You can reach her at:

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