

Dr. Randi Boyette | Executive Overview

The DR. RANDI SHOW

NEWBEAUTY

CHIEF MARKETING OFFICER

HOST

About

Dr. Randi Boyette is a senior executive, entrepreneur, media host, and industry strategist whose work connects the worlds of beauty, aesthetics, medicine, wellness, media, marketing, and business development.

Today, her work is centered on **The Dr. Randi Show** and her role as **Chief Marketing Officer of NewBeauty**. Together, these roles place her at the forefront of the conversations, partnerships, technologies, and ideas influencing the future of beauty, aesthetics, medicine, wellness, and longevity.

Randi is the creator and host of The Dr. Randi Show, a Top 10% globally ranked podcast according to Listen Notes. Sponsored by NewBeauty, the show features influential physicians, founders, executives, innovators, public figures, and industry leaders. Each episode explores the technologies, treatments, research, businesses, and ideas shaping medical aesthetics, beauty, wellness, longevity, and clinical innovation.

With a **combined social reach of 22 million**, more than 25,000 in average episode engagement, and a **professional email audience of 58,000+ that includes more than 5,000 clinics**, The Dr. Randi Show reaches both industry professionals and consumers seeking trusted information about what is coming next.

The show has expanded beyond its weekly interviews with two new original series. ***Dr. Randi Recommends*** introduces audiences to treatments, technologies, products, brands, and companies worth knowing. ***Beauty Scene***, brings a more conversational perspective to beauty, treatments, wellness, celebrity trends, and the topics consumers are talking about now.

The Dr. Randi Show has grown into an influential media and education platform encompassing video episodes, national webinars, professional email campaigns, short-form educational content, strategic brand collaborations, and The Dr. Randi Show Expert Council.

As Chief Marketing Officer of NewBeauty, Randi helps lead national marketing strategy, strategic partnerships, digital growth, and industry engagement for one of the most recognized authorities in beauty. Her work strengthens NewBeauty's connection with physicians, clinics, industry leaders, brands, and consumers while creating new opportunities for education, collaboration, and national visibility.

One of Randi's most significant entrepreneurial achievements is **Spark Medical Marketing**, the company she founded and built into North America's largest aesthetics marketing firm. **Spark grew to support more than 5,000 clinics through digital strategy, national campaigns, industry research, proprietary technology, and patient engagement.**

Under her leadership, Spark developed an expansive professional and clinic network and launched **SyncAI**, **an award-winning AI-powered marketing division designed to help clinics connect with and convert patients across multiple channels**.

Randi also serves as **Corporate Development Advisor to AmSpa**, where she contributes to national strategy, industry partnerships, and business development for one of the most respected organizations in medical aesthetics.

Her leadership across The Dr. Randi Show, NewBeauty, Spark, and AmSpa gives Randi a rare industry-wide perspective. She connects media influence, professional education, consumer behavior, clinic-level data, technology, and strategic partnerships to identify opportunities and bring influential ideas to market.

Industry Influence & Recognition

- **The Dr. Randi Show** ranks in the **Top 10% of Podcasts Globally**
- **Spark Medical Marketing** named **#1 Healthcare Marketing Company** in 2022
- **SyncAI** received the **2023 Technology Innovation Award** from the Aesthetic Industry Association
- **Dr. Randi Boyette** nominated for the **2024 Prestigious Women Awards**
- Member of **Chief**, a private network for senior women executives
- Member of the **Aesthetic Industry Association Advisory Board** since 2020

Randi directs marketing initiatives reaching more than 9 million consumers actively interested in treatments. She also leads national research across thousands of clinics, identifying emerging trends in treatment demand, technology adoption, patient behavior, and the economic forces affecting medical aesthetics.

Dr. Randi Boyette's data initiatives have positioned her as a trusted source of industry intelligence, helping clinics, manufacturers, executives, and investors understand where the market is headed and how consumer expectations are changing.

Randi also advises multi-unit clinic operators and private equity-backed organizations on scalable marketing infrastructure, digital acquisition, brand positioning, and national expansion.

Her perspective is informed by **more than a decade in national marketing and sales leadership with Dior, Hugo Boss, Chanel, and MAC**. That experience continues to shape the luxury brand, consumer engagement, and executive strategy she brings to the aesthetics and beauty industries today.

Randi holds an MBA and a PhD, with academic expertise spanning business, marketing, and industrial-organizational psychology. She has studied at Harvard, Montclair, and Emory, combining academic insight with decades of executive experience.

Areas of Expertise & Strategic Scope

Dr. Randi Boyette's expertise spans the medical, aesthetics, beauty, wellness, and media industries. Her key areas of expertise include:

- **Executive Marketing Strategy:** Developing national marketing strategies that strengthen visibility, engagement, and commercial growth.
- **Media and Thought Leadership:** Hosting The Dr. Randi Show and creating influential conversations around innovation, technology, beauty, aesthetics, and wellness.
- **Strategic Partnerships:** Building high-value relationships between media companies, professional organizations, clinics, manufacturers, and industry leaders.

- **Brand Strategy and Positioning:** Creating powerful brand identities and market positioning across the medical, aesthetics, and beauty sectors.

- **Industry Data and Insights:** Leading large-scale research across thousands of clinics to identify changes in consumer behavior, treatment demand, and market conditions.

- **Technology Integration:** Applying artificial intelligence and proprietary technology to improve marketing performance and patient engagement.

- **Medical Technology Marketing:** Supporting the adoption of medical devices, treatments, and technologies through education, media exposure, and full-funnel campaigns.

- **Multi-Channel Marketing:** Directing coordinated campaigns across social media, email, digital advertising, video, podcasting, webinars, and professional networks.

- **Patient Education:** Developing educational initiatives that help patients better understand treatments, technologies, and care options.

- **Organizational Leadership:** Building high-performing teams and guiding organizations through growth, expansion, and transformation.

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