

Sally Lane Smith

As the founder and Principal of SeaChange Marketing LLC, Sally Lane Smith brings nearly two decades of diverse, in-depth marketing experience to the table.

A seasoned professional whose work spans the agency and client sides, she has directed the successful development of marketing plans in strategy, execution and measurement for both non- and for-profit industries. She also has guided the introduction of many new products, brands and campaigns, ranging from complex subsidized health care plans to SUVs.

- Communications are at the core of the work Sally does and when she was tapped to work with the Maryland Health Benefit Exchange as deputy director of communications, she jumped at the chance. She combined her healthcare and integrated marketing experience to deliver a statewide, multichannel, accessible campaign to bring affordable coverage options to Marylanders. Sally's ability to partner with agencies and internal teams is part of how she can deliver on large, complex marketing programs.
- As the director of marketing at Network Health in Massachusetts, Sally launched its statewide Commonwealth Care product and supported the expansion of the company's Medicaid product. Tapping into her marketing channel experience, she developed the right mix of Web, advertising, partnerships and outreach to successfully access a hard-to-reach, multi-lingual, low-income audience. [Read the Network Health Case Study.](#)
- As an associate director at marketing giant Digitas LLC, she managed the launch of new brands for GM, including the GMC Yukon, Yukon Denali, Grand Prix and GTO. In addition, she managed eight brands within the GM portfolio on an ongoing basis, working with cross-capability teams from all levels and disciplines within the agency. Sally also managed the global loyalty program for Intercontinental Hotel Groups. [Read the Digitas LLC Case Study.](#)
- Previously, Sally worked in a business development role for Harvard Vanguard Medical Associates in Boston, MA and at Harvard Pilgrim Health Care in Boston as a marketing analyst group leader. [Read the Harvard Vanguard Medical Associates Case Study.](#)
- A former professional sailor and licensed captain, she has served on vessels ranging from tugboats to tall ships, travelling international waters from Australia to the UK.

Sally currently resides with her family in Camden, Maine, close to the ocean, boats and all the other good stuff you can find along the coast of Maine.