

Barbara Rhoden, PhD serves as Primasun's Chief Marketing Officer, where she leads the planning, development and execution of the marketing strategy to accelerate Primasun's growth. In this role, she is focused on positioning Primasun's brand as a market leader in addressing sleep as a public health epidemic and closing the gap in sleep equity. She develops and leads customer acquisition strategy and executes conversion across key marketing channels, optimizing key business metrics.

Barbara brings a diverse background and unique lens as a trained scientist, business strategist, and marketing leader to identify solutions that push the needle forward in healthcare and innovation. For more than 15 years, she has driven business growth strategies across products and sales, activated new brands, and built best-in-class customer experiences.

Prior to Primasun, Barbara served as Vice President of Marketing at Siemens Healthineers and led the growth strategy for Siemens' Advanced Therapies portfolio across the US and Canada. Additionally, she held positions of increased responsibility in service, product management, sales, and product marketing at GE Healthcare, earning distinction for best product launch as the recipient of the GE Chairman's Award. She began her career as a bench chemist at Dupont, a multinational chemicals company, rapidly advancing to lead teams of chemists as well as quality control for laboratory operations.

Barbara holds a PhD in Chemistry from Penn State University and a BS in Chemistry from Howard University. She completed the Women on Boards Program through Harvard Business School as well as the Johnson & Johnson Innovation Board Fellows Program. She is a member of Women Execs on Boards and previously served as a Board Member for the DC Chapter of Girls Inc.