

Ilana Jacqueline

{ Fractional Chief of Staff }

Executive Summary

I'm a fractional Chief of Staff for founders who know they need to show up publicly – and know they need help figuring out how.

Some CEOs are natural front-people who just need a strategy, a coach, and someone to make the content machine actually run. Others are builders, scientists, or operators who'd rather not be on camera at all – and need someone to find the right voice to stand in for them. Both are valid. Both are solvable.

What I *don't* do is teach founders how to fake it. I help them find the version of themselves the world actually wants to hear – and then build the strategy, content, and infrastructure around that voice so it can be sustained.

Authenticity is the only thing that works.

- **15 years** at the intersection of healthcare, pharma, and advocacy
- **170K+ followers** across TikTok, Instagram, Facebook, LinkedIn, and YouTube
- Cast patient influencers in campaigns for **150+ pharma brands** including Nurtec, Benlysta, Dupixent, Keytruda, Cabenuva
- **Best-selling author** with an exclusive audiobook deal with Audible
- Featured by **Dr. Phil, Cosmopolitan, Publisher's Weekly,** and **CareTalk Podcast**
- Network of **150,000+ vetted patient and provider creators** for spokesperson placement

The Two Founders

Most founders fall into one of two camps. Both need the same outcome — a credible, sustainable public presence that drives the business — but they need very different support to get there.

The Reluctant Founder

You're a builder. A scientist. A clinical operator. A mission-driven CEO. You know your company needs visibility, but the idea of being the face of it makes you cringe before you've even started. You've watched other founders post and thought *I can't do that — and I shouldn't have to.*

What you need: Someone who can architect your brand presence and source, vet, train, and manage the right creator voices to front it — influencers with unique POVs as patients, physicians, or community leaders — so your company has a public face without it having to be yours.

The Willing-But-Lost Founder

You're game to be visible. Maybe you're comfortable with a LinkedIn post — but other platforms terrify you, pressing record feels impossible, and every time you sit down to build a presence, you freeze. You don't want to be trendy. You want to be *meaningful*. A body of public work you'll be relieved to look back on ten years from now.

What you need: A strategic partner who helps you build thought leadership that lasts — coaching you into the version of your voice the world wants to hear, designing a content cadence that won't burn you out, and serving as the first set of eyes before you press post.

Either way, the work is the same.

Only the spokesperson changes.

The Authenticity Principle

"I don't teach founders how to fake confidence on camera. I help them find their confidence — and get excited to press record."

There's no shortage of PR coaches who'll hand you a script, or branding agencies who'll build you a persona. Most produce founders who sound like every other founder. That's not the work. The work is excavation — finding the way *you* actually talk about what you're building. Then building a public presence around *that*. Patient and mission-driven audiences can smell a script from a mile away. Once they smell it, they don't come back.

Why Work With Ilana

- **Combines lived experience with industry expertise** — She's been the influencer, run the agency that hired influencers, and led strategy for some of the biggest pharma brands in market.
- **Built for founders, not committees** — Direct work with the CEO. No account manager middleman, no junior team. The person you hire is the person doing the work.
- **Prevents costly missteps before launch** — Identifies where messaging, casting, or strategy will break with patients, providers, or mission-aligned communities *before* it costs you a campaign.
- **Bridges authenticity and compliance** — Especially in healthcare and advocacy, where one wrong tone shifts the entire community against you.
- **Translates between worlds** — Speaks fluent C-suite *and* fluent community. Can sit in an investor pitch in the morning and a patient insight group in the afternoon.
- **Long-term partner, not deck-and-disappear consultant** — Takes on a small number of founders at a time and stays in the room while you build.

How I Work

Strategy & Positioning

Architect social, content, and storytelling strategy from the ground up. Pressure-test product messaging, narrative frameworks, and platform strategy across TikTok, Instagram, LinkedIn, YouTube, and podcasts.

Founder Coaching — For Founders Who Want to Be the Face

One-on-one coaching to surface your authentic on-camera and on-page voice. Content cadence design that won't burn you out. Live feedback on videos, posts, and storytelling angles. The muscle to show up consistently.

Spokesperson Sourcing & Management — For Founders Who Don't

Identify, vet, train, and onboard patient advocates, HCPs, caregivers, or mission-aligned creators to front the brand. Drawn from a vetted network of 150,000+ voices. Long-term partnerships, not one-off posts.

Trusted Brain — Ongoing Strategic Support

Product ideation, hiring input, creative direction, investor deck review, and ad-hoc thinking via email or Slack — the midnight texts when an idea won't let you sleep.

Case Study: A Patient Founder Building for Her Community

The Situation

A founder building a company for patients like her had a clear mission and zero appetite for fronting her brand alone. She knew that being the face of her brand across TikTok, Instagram, and YouTube was important – but she also felt great concern for burnout and public scrutiny. In our initial strategy session, we realized the best thing for the company wasn't sacrificing her mental health for views, but instead securing the company's true messaging and finding influencers who reflected her values, story, and challenges.

What We Did

- Architected the full social and content strategy from scratch
- Tapped a vetted network of patient and provider creators to identify, recruit, and collaborate with the right voices for the brand
- Onboarded external spokespeople who could front the brand authentically alongside the founder's own thought leadership
- Coached the founder on the platforms and formats where she *did* want to show up – protecting her energy while expanding her range
- Served as the founder's trusted brain – proofing decks, pressure-testing ideas, and pushing back when needed

The Result

A founder who built a public presence on her own terms – without sacrificing her wellbeing or her message. A credible, growing brand voice carried by a thoughtful mix of the founder's own thought leadership and patient and provider creators. An engagement that has evolved from "social strategy" into a true strategic partnership across hiring, product, and long-term planning.

Available as a live reference for serious inquiries.

Partners & Clients

Through her work as a senior agency director at top influencer marketing firms, Ilana has recruited patient and HCP influencers for major pharmaceutical campaigns, including:

Zilbrysq	Carvykti	Darzalex Faspro	Aimovig
Cabenuva	Shingrix	Rybrevant	Benlysta
Nurtec ODT	Keytruda	Entyvio	Saphnelo

Engagement Tiers

Three monthly retainer tiers built as a ladder — each tier includes everything in the tier below. Engagements customized based on company stage, priorities, and scope. Pricing shared during our discovery call.

Lite

Strategic Thought Partner

For founders who need a strategic sounding board before they're ready to actively build.

- Weekly 1-hour strategy call
- Async support via email/Slack
- Light feedback on decks & messaging
- Targeted intros when aligned

Standard

Strategy + Build

For founders ready to actively build their public presence — as the face or with a spokesperson.

- **Everything in Lite, plus:**
- Active social & content strategy
- Founder coaching OR spokesperson sourcing
- Monthly content calendar review
- Real-time creative feedback

Full

Embedded Chief of Staff

For founders who need a true strategic right hand across brand, product, hiring, and growth.

- **Everything in Standard, plus:**
- ~18–20 hrs/month dedicated support
- Embedded in product & hiring decisions
- Investor deck review & narrative
- Priority access — first on the calendar

Project Add-Ons (Available at Any Tier)

Moderated Patient / HCP / Caregiver Insight Groups

Full Social Media + Influencer Strategy Build

Product QA + Patient Trust Reports

Content Creation & Amplification on Ilana's Channels

Let's Talk

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