

Strategic Alliance: Randi Boyette, CEO of Spark Marketing, Joins NewBeauty as Chief Marketing Officer

In a landmark collaboration, Spark Medical Marketing's visionary founder, Randi Boyette, joins forces with NewBeauty to redefine beauty and aesthetics marketing.



Boca Raton, Florida Feb 27, 2024 ([Issuewire.com](https://www.issuewire.com)) - In a collaboration that sets a new benchmark in the beauty and aesthetics industry, Randi Boyette, the Founder and CEO of [Spark Medical Marketing](#), a leader in innovative aesthetics marketing, has been appointed as the Chief Marketing Officer (CMO) of [NewBeauty](#), the industry's most respected beauty publication.

This collaboration represents a strategic union between two influential entities in the beauty sector. Spark is celebrated for its innovative marketing strategies and profound insight into consumer engagement in the aesthetics market. NewBeauty, with its rich history of nearly two decades, has been the definitive guide for millions of consumers seeking the latest and most reliable information on aesthetic treatments and products.

"Randi Boyette's appointment as CMO is a game-changer for our business," said Mike Glaicar, CEO of NewBeauty. "Her expertise in the aesthetics marketing landscape is unmatched, and we are excited about the fresh perspectives and strategies she will bring to our team."

Randi Boyette expressed her enthusiasm for her new role: "Joining NewBeauty is a pivotal step in my career. This collaboration is not just about taking on a new role; it's about creating a dynamic synergy between two dedicated organizations in the aesthetics industry. Our combined efforts will focus on enhancing consumer knowledge and facilitating access to top-tier aesthetic treatments. By combining the strengths of NewBeauty and Spark, we aim to elevate the standards of consumer education and guiding consumers to the top providers."

The collaboration is expected to result in innovative content strategies, joint promotional efforts, and an expanded digital presence, all aimed at delivering exceptional value to consumers and industry professionals.

About NewBeauty

Founded in 2005, NewBeauty stands as the definitive authority on beauty, delivering in-depth insights on the latest products, cutting-edge innovations and breakthrough technologies. Each issue offers readers a comprehensive look at the beauty industry, empowering them with knowledge to make informed beauty decisions. Known for its commitment to quality and innovation, NewBeauty remains at the forefront of beauty trends, setting the standard for beauty news and information.

About Spark Medical Marketing

Spark stands at the forefront of aesthetics marketing and technology, renowned for its innovative strategies and ability to shape consumer trends. With a focus on creating impactful connections between brands and consumers, it has transformed the approach to marketing in the medical and aesthetics sectors.



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