

Bladder & Bowel Institute Appoints Jennifer Riad as Chief Marketing Officer to Lead National Brand Expansion

Bladder & Bowel Institute (BBI), the nation's leading provider of advanced therapies for bladder and bowel control conditions, is pleased to announce the appointment of Jennifer Riad as Chief Marketing Officer.



McKinney, Texas Mar 3, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Riad brings more than 20 years of healthcare marketing leadership experience spanning global strategy, commercial infrastructure development, brand development, and large-scale product launches in innovative medical technology. She is widely recognized for building high-performing marketing organizations, aligning commercial strategy with

clinical excellence, and driving measurable growth through disciplined, data-informed execution.

Most recently, Riad served as Senior Director of Global Marketing at Axonics, now part of Boston Scientific. As the company's first commercial marketing hire, she architected and built the global marketing organization from the ground up, recruiting and leading teams across brand, digital, creative, physician marketing and direct-to-consumer strategy. Her leadership supported multiple global product launches and contributed to Axonics being ranked the Fastest-Growing Company in North America on the 2021 Deloitte Technology Fast 500. During her tenure, the company evolved from an early-stage organization to a \$3.7 billion acquisition in 2024.

"Jennifer has a rare ability to combine strategic clarity with hands-on execution," said BBI founder and Medical Director Dr. Chris Taylor. "She understands how to translate complex clinical concepts into messaging that connects with both patients and providers. As we continue expanding BBI across the U.S., her leadership will be instrumental in strengthening our brand and supporting sustainable growth."

Dr. Esther Han, Director of Pelvic Health at BBI, added, "What excites me most about Jennifer joining our team is her deep understanding of both the clinical landscape and the patient journey. In pelvic health, education and trust are everything. Jennifer has built programs that empower patients to seek care and equip physicians with the information they need to make confident treatment decisions. I believe her leadership will elevate how we communicate the life-changing impact of these therapies."

"What stood out to me about BBI is the integrity behind the care being delivered," said Riad. "I am motivated by the opportunity to help build the next phase of growth by strengthening patient awareness, optimizing referral pathways, and developing the marketing infrastructure needed to support expansion across multiple states."

In her role at BBI, Riad will lead the development of a unified national brand, expanding patient and provider education, enhancing digital and community outreach initiatives, and aligning marketing efforts with BBI's long-term growth strategy. Her experience leading educational events, physician engagement programs, national digital campaigns, and patient ambassador initiatives aligns closely with BBI's mission to help patients restore control and reclaim their lives.

Riad is committed to advancing evidence-based care and building marketing programs that serve both patients and clinical partners with clarity and integrity. She is known for empowering teams, fostering cross-functional collaboration, and building scalable systems that support long-term organizational success.

Her appointment reflects BBI's continued investment in commercial infrastructure, brand development, and responsible expansion as the organization builds its next chapter of growth.

About Bladder & Bowel Institute

Bladder & Bowel Institute is the world's leading provider of advanced therapies for bladder and bowel control problems. With multiple locations across the U.S., BBI proudly serves patients across Arkansas, Texas, Missouri, Oklahoma, Kansas, Tennessee and beyond. BBI is a trusted leader in the field, offering compassionate care and proven solutions to help patients restore control, and reclaim their lives.

To learn more or to schedule an appointment, visit www.bladderbowelinstitute.com or call (855) BBI-HELP

About Dr. Chris Taylor, Medical Director

Dr. Chris Taylor is an OBGYN and has been taking care of women's health care needs for over 20 years. Dr. Taylor grew up in the small community of Russellville, Arkansas, completed medical school at University of Arkansas for Medical Sciences in Little Rock, and went on to complete his residency at one of the top ranked OBGYN programs in the country, the University of Mississippi Medical Center in Jackson, Mississippi.

After 25+ years of treating female bladder problems, Dr. Taylor has treated nearly 35,000 women, performed over 7,500 Sacral Nerve Stimulation Procedures, and is the #1 provider of this therapy in the entire world.

About Dr. Esther Han, Director of Pelvic Health

Dr. Esther Han is a board-certified reconstructive urologist with specialized fellowship training in Female Pelvic Medicine and Reconstructive Surgery (FPMRS). She completed her medical degree with honors at the Texas College of Osteopathic Medicine, followed by residency at Detroit Medical Center and fellowship at William Beaumont Hospital.

Dr. Han has served in leadership roles at Texas Urology Specialists and USMD's Incontinence Center and has treated thousands of women with bladder control issues, pelvic organ prolapse, and pelvic pain. Known for her advanced expertise and compassionate care, Dr. Han brings a patient-centered approach to helping individuals regain control and quality of life.

About Overactive Bladder

Overactive bladder (OAB) significantly impacts quality of life and can negatively affect social activities, exercise and cause disruptive nighttime voiding.^{1,2} Many sufferers are frustrated and embarrassed and limit their lives socially, professionally, and personally.³ However, 45% don't seek treatment and as many as seven in 10 stop using medications within six months due to intolerable side effects or unsatisfying results.^{4,5,6}

Evidence points to OAB being caused by a miscommunication between the bladder and brain.⁷ Sacral neuromodulation, or gentle stimulation of the sacral nerves, is thought to normalize the brain-bladder communication pathway thereby restoring bladder function and alleviating symptoms. Restored function is defined as $\geq 50\%$ reduction in dysfunctional voiding symptoms from baseline.

About Fecal Incontinence

Fecal incontinence (FI) is a distressing and disruptive chronic condition that is characterized by the inability to control bowel movements, which results in frequent accidents and leakage. People with FI report more depression and embarrassment, as well as lower quality of life compared to those without FI.⁸ Even though FI is treatable, 8.5 out of 10 adults haven't even told their doctor about their FI.⁹

- Coyne, K. S., C. Payne, et al.. "The impact of urinary urgency and frequency on health-related quality of life in overactive bladder: results from a national community survey." *Value Health* 2005;7(4): 455-463.
- Cartwright, R., S. Srikrishna, et al.. "Validity and reliability of patient selected goals as an outcome measure in overactive bladder." *Int Urogynecol J* 2011;22(7): 841-847.
- Dmochowski RR, Newman DK. Impact of overactive bladder on women in the United States: results of a national survey. *Current Medical Research and Opinion*. 2007;23:65- 76

- Muller, N. "What Americans understand and how they are affected by bladder control problems: highlights of recent nationwide consumer research." Urol Nurs 2005;25(2): 109- 115.
- Yu YF, Nichol MB, Yu AP, et al. Persistence and adherence of medications for chronic overactive bladder/urinary incontinence in the California Medicaid Program. Value in Health. 2005;8(4)495-505.
- Leede Research, "Views on OAB: A Study for the National Association of Continence." December 16, 2015.
- Leng WW, Morrisroe SN. Sacral nerve stimulation for the overactive bladder. Urol Clin N Am. 2006;33:491-501.
- Rockwood TH, Church JM, Fleshman JW, et al. Fecal Incontinence Quality of Life Scale - Quality of life instrument for patients with fecal incontinence. Dis Colon Rectum. 2000;43:9-16
- Damon H, Guye O, Seigneurin A, et al. Prevalence of anal incontinence in adults and impact on quality-of-life. Gastroenterol Clin Biol. 2006;30(1):37-43.

Media Contact

Kaytee Karnes

*****@bladderbowel.com

(855) BBI-HELP

6045 Alma Rd, STE 100

Source : Bladder & Bowel Institute

[See on IssueWire](#)