

Life at Nuance, Professional development

# At the end of the day...stand up for what you believe in

[Brenda Hodge](#) | Chief Marketing Officer

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Whether you agree with an individual's points of view or not, it's difficult not to respect those who take on tough topics and unapologetically stand firm in their beliefs.

Most of us were cheering on the U.S. Women's National Soccer Team over the last couple of weeks. The July 4<sup>th</sup> holiday timing of the games seemed to make cheering the U.S. on even more fitting and enjoyable. Winning two consecutive Women's World Cup titles is just awesome! Fans and new followers have been so impressed with the team's confidence, execution, and resilience. The whole team obviously trained to a level of envy from other nations. Each team member contributed, and they won games with star players injured and other players stepping in.

Despite the pride and joy from this victory, what has impressed me most about this team is their willingness to stand up for what they believe in. There are a variety of topics, beliefs, and values they represent. Whether you agree with their individual points of view or not, it's difficult not to respect their willingness to take on the tough topics, and unapologetically stand firm in their beliefs and values.

*At the End of the Day...* is an expression meaning an assessment of essential facts and truths. It's a summation of the pros and cons of any situation and a straightforward statement of what really matters. It's also the title of this blog series by [Brenda Hodge](#), Nuance Healthcare's Chief Marketing Officer, with insights about leadership, empathetic customer relationships, and marketing techniques.

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Tags: [Leadership principles](#)



### About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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