

# Gini Bazz

Client Success Strategist



## About

I have over 20 years of customer-facing experience in the healthcare, information technology and marketing arena. I have collaborated with many physicians, hospital leaders and healthcare executives to facilitate growth, change and success. In fact, before joining Marketware, I collaborated with large health systems, hospitals and group practices across the country to support the recruitment, credentialing and licensing of more than 5,000 medical providers.

## Interests

Being from Utah, I love anything outdoors, such as hiking, fishing, kayaking and golfing. I have a garden and can whip up some mean recipes; farm to table style. I also enjoy volunteering with local organizations that work to empower women.

## Why I Enjoy Client Success

I am passionate about building and maintaining customer relationships, as well as being a client advocate. The most exciting part of being in client success is the opportunity to collaborate with my teammates and client champions; bringing all of the pieces together in a way that makes our clients shine.

## How I Can Help

Being goal-oriented, I can not only understand your near-term and long-term objectives, but suggest how best to use Marketware's products to accomplish them. Past clients will tell you that I am friendly, organized and a natural rapport-builder, which is why clients trust me to be there for them when they need me (and sometimes before they even know they need me). I look forward to helping you grow, navigate and experience what data and technology can do for you and your team!

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