

# Josh Cameron

Director, Client Development



## About

Before joining Marketware, I was at a multi-site oncology group based in a highly competitive Texas market. As a Marketware client, we utilized Marketware products to identify growth opportunities and demonstrate ROI. I have been able to take that experience and help various healthcare organizations build effective strategic growth plans.

While I still call Houston my home-base, I have the privilege of working with clients throughout the country. This includes a special focus on oncology providers, pediatric hospitals and other healthcare organizations across the South.

## Interests

My wife and I love to travel. We've been Astros fans since childhood and went to multiple games during their recent post season run as World Series Champs! While we don't have any kids yet, our new puppy George is helping us get prepared!

## Why I Enjoy Client Success

I truly love being able to learn and collaborate with some of the best leaders in the industry.

The part of my role I enjoy most is teaming up with clients and using their data to tell a story that will demonstrate the impact of their work. Being an active witness and participant in these stories allows me to grow in my own knowledge and expertise.

## How I Can Help

As a former marketing director and Marketware client, I am in the unique position to relate the goals you have in place and use my experience to help you navigate Marketware's products to achieve them. I will be available to help you drill down into the details, while also studying your strategic initiatives from a high-level overview.

I will partner with you to understand your market, and show you how Marketware can help your organization grow.

📞 801.944.4230 ex 5530

✉️ [josh.cameron@marketware.com](mailto:josh.cameron@marketware.com)