



Mark Lamp

CSO

About Mark Lamp

A strategic and forward-thinking executive with 20 years of experience, Mark drives transformative growth across startups, expanding mid-size companies, and global organizations. Known for visionary leadership and the ability to deliver transformative outcomes, he specializes in building teams, scaling operations, and leveraging AI-driven insights to accelerate growth and innovation. Instrumental in negotiating high-value agreements, Mark builds strategic partnerships and amplifies insights to enhance customer relationships and achieve aggressive growth targets.

How Mark has Helped Businesses Grow

- Negotiated and closed multi-year \$150 million enterprise agreement with a top global medical device manufacturer, exceeding fiscal year quota at Microsoft by 121%.
- Delivered 40% growth negotiating the first end-to-end digital health tech AI solution partnership at Exact Sciences.
- Increased health systems acquisitions by 400% and expanded client base from 10 to 50 by securing largest national account in company history at Cencora.
- Increased revenue growth 29%, doubling pipeline to \$250 million at CBRE. Expanded client portfolios 75% establishing healthcare communities in 20 global markets. Closed 5-year \$500 million outsourced services contract with prominent US health system.
- Increased orders by 51% and drove pipeline increase 5X, generating over \$17 million annual revenue at GE Healthcare. Exceeded 124% annual target goal, producing \$18 million in service orders and \$10 million revenue growth.
- Boosted team sales 93% through ongoing training, coaching, and mentoring as well as innovative quarterly business review processes. Earned #1 US Region in orders or revenue for 3 consecutive years for surpassing growth targets up to 166%.

Executive Experience

- Lamp Health Ventures LLC (Advisory & Consulting)
- Global Client Director, Health & Life Sciences, Microsoft
- Head of US Health Systems Strategy & Execution, Exact Sciences
- Executive Vice President, US Sales & Marketing, Cencora
- Chief Commercial Officer, Global Consultant, Primex Family of Companies
- Senior Managing Director, Americas, Healthcare, CBRE
- General Manager, US Service Sales, GE Healthcare
- Executive Director, US Strategic Sales, GE Healthcare
- Franchise Owner, goGLOW (Health & Wellness)

Expertise

Industry Experience

- Healthcare
- Technology
- SaaS

Specialties

- Go-to-Market Strategy
- Growth Strategy
- Channel Strategy
- Business Development
- Positioning & Messaging

Education

- Executive Education: Artificial Intelligence and Data Science for Leaders, The University of Chicago Booth School of Business
- Carthage College, Bachelor of Arts, Business Administration, Marketing, and Design

Contact Information

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