

Susan Dorfman

Chief Commercial Officer, CMI/Compas

Susan has been in the healthcare marketing industry for too many years to count, she says. She has an immense amount of experience in promotional strategy development, omni-channel/multi-channel media and relationship marketing, customer insights, and media innovation built to reach, engage, and deliver a return on investment. Susan lives and dreams data. Her passion is transforming data into actionable and measurable tactics that ultimately leads to reaching her client's audiences down to the individual level. At CMI/Compas, Susan is responsible for leading six groups: Customer Insights, Innovation, Technology, Customer Development, Customer Relationship Management, and Corporate Marketing. Additionally, she is a Doctor of Health Administration, co-author on the definitive guide to EHRs, and an industry speaker with strong connections to the healthcare and life sciences industries. Susan is unstoppable in her quest to provide the most actionable strategies to our clients. She provides vision and leadership to both clients and her staff; she has a knack of concepting and nurturing innovative ideas that turn into viable products that make a real impact in the marketplace.