



Job Title: Marketing Director – Healthcare & Medical Supply

Location: Remote / Dallas, TX

Reports to: Chief of Staff and Founder

Position Overview

We're seeking a results-driven **Marketing Director** who brings deep expertise in healthcare and medical supply marketing within large hospital systems and IDN environments. This role will elevate Cato's market presence, accelerate strategic account growth, and drive sustainable, referral-based revenue. This includes balancing campaign design with hands-on content creation and brand positioning to build credibility with healthcare systems and suppliers.

Core Focus Areas:

- **Sales Enablement & Account Expansion:** Lead initiatives to deepen relationships with existing hospital systems, driving multi-facility and multi-product adoption.
- **Customer Retention & Engagement:** Build structured post-sale engagement and nurture campaigns to boost retention and encourage repeat purchases.
- **Referral-Driven Growth:** Increase marketing influenced revenue and reduce customer acquisition cost, prioritizing warm leads, referrals, and account-based marketing.

Key Responsibilities

1. Strategic Account Marketing

- Partner with Sales to craft segmentation and penetration strategies across complex hospital/IDN accounts.
- Coordinate cross-facility, multi-product promotional programs that align with clinical and operational priorities.
- Collaborate with supply-chain and sales teams to identify expansion plays and craft compelling value propositions.

2. Sales Enablement & Campaign Development



- Develop and manage content to equip Sales with targeted collateral (case studies, ROI reports, pitch decks, battle cards) tailored to hospital and system-level buyers.
- Lead the creation and deployment of account-based marketing campaigns (email sequences, nurture flows, microsites, events) to deepen engagement.

3. Customer Retention & Nurture

- Design and execute automated post-sale nurture sequences to maintain engagement and promote repeat spend (e.g., product alerts, supply chain insights).
- Work with Sales to identify churn risk, build loyal referenceable accounts, and launch re-engagement campaigns.

4. Referral & Warm-Lead Growth Strategy

- Architect and launch referral programs capturing testimonials and peer referrals across clinical and operational stakeholders.
- Launch strategic account-based marketing campaigns targeting warm leads within long-tail and adjacent hospital systems.
- Monitor ROI and marketing impact per account, continuously refining campaign targeting and creative.

5. Analytics & Reporting

- Establish metrics for retention, repeat purchase rate, account growth, referral volume, and marketing ROI.
- Build dashboards and reporting frameworks to track progress and share outcomes with Sales, Leadership, and Board.

6. Cross-Functional Collaboration

- Collaborate closely with Sales and Supply teams to align marketing outreach with operational needs.
- Bring customer and hospital insights into product and service planning to ensure alignment with account needs.

Qualifications



- **Education:** Bachelor's Degree (Marketing, Business, Healthcare Administration, or related field).
- **Experience:** Minimum of 5 years in marketing or sales-enablement roles within healthcare or medical-supply industries—particularly targeting hospitals, IDNs, or integrated systems.
- **Skills & Tools:**
 - Deep understanding of hospital procurement, sourcing dynamics, clinical & operational purchasing decision frameworks.
 - Proven success in multi-facility and multi-product marketing expansion.
 - Experienced in building post-sale engagement flows and customer-retention strategies.
 - Strong track record of referral/warm lead growth and ABM execution.
 - Familiarity with CRMs to build and track campaigns, leads, and customer interactions.
 - Excellent communicator, strategic planner, and cross-functional collaborator.
- **Nice to Have:**
 - Prior exposure to medical-surgical supplies (PPE, diagnostics, DME, infection control).
 - Proven track record of “selling” on scarcity, fulfillment reliability, and value—especially where supply-chain agility is a differentiator.

What You'll Bring to Cato

- You bring both **healthcare marketing savvy** and **systems thinking**—understanding how to navigate clinical, procurement, and logistics complexity.
- You **innovate around expansion**, ensuring hospitals see you as a growth partner—not just a vendor.
- You **invest in retention and referrals**, building marketing strategies that nurture long-term institutional trust.
- You use **data and insights** to target high-impact campaigns and measure real ROI.



Why Cato? We are a fast-paced, fast-growing startup environment where you will have the ability to lead marketing and share company ownership.

How to Apply

Send your resume and a cover letter to hello@catosupply.com. Please highlight specific examples of:

- Hospital or IDN expansion initiatives you've led
- Campaigns that improved retention or enabled repeat revenue
- Referral or ABM programs you drove—and their outcomes