

Jon Samsel is new CMO of DocDoc

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DocDoc appoints new Chief Marketing Officer



Singapore: DocDoc, Singapore's healthcare service company, has appointed Mr Jon Samsel as its chief marketing officer (CMO) with global responsibility. The appointment is effective immediately and he will report to company president and CTO, Mr John Sharp.

Mr Samsel, who is relocating to Singapore from Los Angeles, brings two decades of marketing and business leadership experience to DocDoc having worked with leading brands such as Bank of America, Ford Motor Company and Apple.

"We are excited to welcome Mr Jon to the DocDoc leadership team," said Mr Sharp. "His experience in brand management, digital marketing in technology-focused organizations makes him a perfect fit for this role. We look forward to his leadership in building out our marketing strategy as the company continues its rapid expansion."

"DocDoc is a powerful platform that provides consumers with the background information, peer insights, and available appointment times that they need to make faster, better-informed decisions about their healthcare," says Mr Samsel.

He further said, "Joining the DocDoc team is a privilege that will allow me to help the company establish their global brand through the right mix of marketing initiatives designed to achieve optimum growth."