

James Kanka

Go-to-Market Executive for AI and Healthcare Technology

I scale revenue growth for companies improving healthcare. I have experience with supporting acquisitions and post-merger integration, new product and market launches, working with analysts, and category design and positioning. What sets me apart is my ability to identify what matters most, build committed teams, and execute relentlessly; leveraging human-centered design to understand the customer, custom analytics, pragmatic marketing, agile processes, emerging and established marketing channels and tools to position the company as the category leader.



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Senior Vice President – Head of Marketing Inbox Health — Patient Billing Platform

Oct. 2024 - PRESENT (<2 years)

Recruited by CRO (worked with at Relatient).

- **45% YoY bookings growth**, responsible for all inbound and outbound (10 SDRs) pipeline
- **Increased deal size (+50%) and close-won rate (+30%)** by developing ICP score
- Launched AI Billing Support and increased early out adoption from 5% to 95% of new business and existing base
- Built AI-powered internal marketing platform ([MarScout](#)) using LLMs, automation, and custom data pipelines to automate competitive intelligence, account research, event planning, and content monitoring. (GitHub, MySQL, and Railway)

Vice President – Head of Marketing

Health Note — Patient Intake Platform (prior to AI Scribe pivot)

Oct. 2023 - Oct. 2024 (1 year)

NeuroFlow CRO left and brought me to Health Note. They did not have any marketing previously, but unfortunately they also did not have product market fit with their limited integrations.

NeuroFlow — Leading Platform for Integrated Behavioral Health Care

Dec. 2021 - Oct. 2023 (2 years)

Joined the executive team to remotely lead an established B2B and B2B2C team, selling to health systems, payors, and government/military. Traveled to Philly once a month.

- **Increased marketing sourced pipeline 3X YoY**
- Contributed to **organically doubling CARR** and making an acquisition into the VHA market
- Built outbound SDR team (2 SDRs focused on health systems)
- Simplified the product packaging and pricing and built a pricing calculator and ROI tool
- Led move to Account Based Marketing and data organization
- 100+ earned media placements in 2022
- Produced first user group summit, now annual
- Positioned the company in Gartner, KLAS, and other analyst evaluations

Relatient — #1 Category Leader in Patient Communications and Engagement

Feb. 2017 - Dec. 2021 (5+ years)

I was the very first marketing hire at Relatient and have continued to define and build the marketing strategy and team through one **exit (majority recap)**, two acquisitions/mergers, three Deloitte Fast 500 awards, four CEOs, and five plus product launches.

- **40% YoY CARR growth from 2017-2020** and listed on the Deloitte Fast 500 three years in a row, growing from **\$4M to \$40M in CARR**
- Personally designed the website in 2017 for 300% conversion increase
- Developed and implemented marketing tech stack and metrics: **increased demo request inbounds from 10 to 100 monthly**

I continuously say "James was easily the most talented person at Relatient, possibly the most talented individual I've worked with."

And yes, I'll tell anyone that, list me as a reference on everything

Trevor Brown
VP Business Development
Relatient (2015-2021)

SKILLS

Digital Marketing: AI, HubSpot, Salesforce, Google Analytics, Social Media, SEO, SEM, Lead Generation, Content Marketing, and Wordpress

Industries: Healthcare, Government, Entertainment, Journalism, and Consumer Technology

Video Production / [Photography](#)

Training: Design Thinking, KanBan, Inbound Marketing, Growth Hacking

QUICK FACTS

I moved to Nashville in 2012 to start an [e-commerce app](#) — Taggist

I listen to 10+ hrs a week of [audiobooks/podcasts](#) at 2-3x

Met 4 of the last 6 U.S. presidents... also [Jennifer Aniston](#)

[I once saved a baby sea lion.](#)

I have 3 Oculus Quests (VR units)

EDUCATION

George Mason University
B.A. Communication
Fairfax, VA —2001 - 2005

James Kanka

Side B



Relatient (cont.)

- Yearly 3-4x ROI on marketing budget in booked CARR from marketing sources
- Built a team of five direct reports with 4 in marketing and 1 SDR manager (manages 8-12 SDRs focused on scheduling inbound and outbound leads with coordinated marketing and outreach campaigns)
- Produced sales decks, factsheets, webinars, videos, ROIs, case studies, a blog, etc
- #1 organic results for "patient self-scheduling," "healthcare digital front door," etc
- Developed successful Google Adwords and Facebook Ad campaigns and in 2019 found and began managing PPC, PR, and SEO agencies
- **KLAS 2020 Category Leader in "Patient Outreach"**— led Relatient's relationship with KLAS Research
- (Re)Launched: MDpay, Patient Self-Scheduling, Surveys, eRegistration, and Chat
- Awards: NBJ Best Companies to Work For 2020, Red Herring 100, G2, EY Finalist

Senior Marketing Manager & Emerging Healthcare Innovations Healthways / Sharecare — Wellness, Population Health and Care Management

2012 - 2017 (5 years)

Responsible for digital B2B marketing strategy, technology, lead process, lead generation, database, website, blog, SEO, sales enablement and metrics. Buyers: Health Systems, Health Plans and Employers.

I made this. Tag products from any store in your photos and discover what works together.

- 350% increase in website sales requests year-over-year for Healthways brands like: [Blue Zones Project](#), [Ornish](#), MeYou Health, and the [Gallup-Healthways Well-being Index](#)
- Procured/Setup HubSpot and integrated Salesforce
- Wrote, edited and voiced over [brand introduction video](#)
- Took [corporate leadership headshots](#) and stills at company events
- Lead-gen link featured on USA Today.com, AOL.com, Economist.com and more
- Won Healthways' Hackathon in 2014
- Created an algorithm to target and prioritize Health System prospects known internally as the "Kanka Index"
- Led product and business innovations and strategies on a 3-7 year horizon, while raising the presence of Healthways, later Sharecare, in the innovation community. Researched and prototyped emerging tech and healthcare opportunities — published 20+ internal reports on VR, wearables, blockchain, consumerization of healthcare, startups, events, neuroscience, [behavior change](#) and more

Startup Co-founder / Film, Television, & News Production

Taggist (2011 - 2014) – a social network to share and buy what you wear

[Prototyped](#), [pitched](#), and developed an MVP product to change how we shop for clothes.

Various Film & Television (2008 - 2011), Los Angeles, CA

Managed production team and extras. Worked on 14+ television/film productions and many more commercial and editorial photoshoots.

Segment Producer & Camera Operator (2006 - 2008), Washington, DC

Member of Senate and House Press Corps, during the 109th and 110th Congress. Produced and filmed various live segments on and around Capitol Hill for Fox, MSNBC, NBC, and local stations around the world. Collaborated on and recorded interviews with prominent politicians, including **Barack Obama** and **Joe Biden**.

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This is one of the shoots I worked with Jennifer Aniston.