

BARB WARD

Principal, VP Sales Operations

barb.ward@milliman.com

+1 206 455 4888



Current Responsibility

Barb Ward is a principal and VP, Sales Operations and leads the MedInsight Sales Enablement and Sales Engineering teams in support of revenue growth and retention. Her team is responsible for demonstrating the value of the MedInsight offerings by featuring product functionality and compelling data driven storytelling. Her responsibilities also extend to optimizing the sales technology stack, while also shaping a skilled sales force through training in sales methodologies and processes to drive efficiency and revenue successes.

Professional Work Experience

Barb joined MedInsight in 2010, and has been a member of the client services team and product management prior to joining the sales organization. Her work in analytics and clinically focused product management equipped her with a deeper understanding of customer experiences, influencing her strategic sales operations approach. With over 25 years of healthcare technology experience, Barb's journey has taken her from the frontline as an ICU nurse to the forefront of healthcare technology at MedInsight.

Education

Bachelor of Science from University of Illinois