



## Dave Mastovich

Dave Mastovich is CEO and Founder of MASSolutions, a marketing consultancy that drives patient, revenue, and talent growth through innovative marketing solutions and creative storytelling. He is author of *No Bullsh!t Marketing: 17 Contrarian Ways to Increase Referrals for Healthcare Providers*, an Amazon #1 Best Seller, and the host of *The NO BULL\$H!# Marketing Podcast*. During his tenure at UPMC, Dave helped grow the organization's revenue from under \$1 billion to \$10 billion. He leverages cognitive science and 80/20 analysis, combined with systematically gathered insights, to increase referrals, and improve recruiting and retention.