

Jeff Cook Joins MDI NetworX as Vice President of Product and Sales

MDI NetworX appointed Jeff Cook as the Vice President of Product and Sales, explore his expertise and leadership that will drive innovation, growth, and customer success to the organization.



Baltimore, Maryland Jun 13, 2023 ([IssueWire.com](https://www.issuewire.com)) - MDI NetworX, a market leader in business management services for healthcare payers, announced today the appointment of Jeff Cook as Vice President of Product and Sales. He will be responsible for ensuring client satisfaction, building

aggressive sales and marketing growth plans to expand and deepen our client relationships. In his role, Jeff will report directly to Tilak Sharma, CEO.

Jeff is an industry veteran with 25-plus years of experience. Most recently, he was the product owner for the global [automated document management](#) business for Conduent. Previously, he led vendor management and procurement activities for WageWorks. Jeff has held a variety of senior management positions including account management, business strategy, and process optimization. He holds an M.B.A. in Business with an emphasis in Strategy from Arizona State University.

"I am honored to join MDI to help lead the expansion of our client footprint", said Jeff. "Our products and operations are world class and we are ready to aggressively expand in the payer, provider and TPA market with our [IT enabled solutions](#)."

"Jeff's extensive knowledge of healthcare payer sales, market strategy, and customer needs will be a significant asset for our organization," commented Tilak Sharma, CEO of MDI NetworX. "His impressive track record of driving growth and innovation further strengthens our executive team, especially during this critical phase of hyper-growth."

About MDI

MDI is a leading provider of business management services to healthcare payers. MDI's innovative technology, combined with over 5000-strong global workforce, helps clients reduce operational costs, increase first-pass adjudication rates, and improve customer service. Headquartered in Baltimore, MD. MDI has won numerous accolades for its domain expertise and exceptional service. For more information, visit www.mdinetworx.com.

Media Contact

MDI NetworX

marketing@mdinetworx.com

+1 410 760-2700

717 East Ordnance Road, Suite 208

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