

David Burzynski

Chief Marketing Officer and Chief Customer Officer



Serving as HealthLock's Chief Marketing Officer and Chief Customer Officer, David Burzynski is a seasoned marketer, business development strategist and passionate customer advocate with three decades of experience driving exponential growth within tech-focused, high-stakes industries. He oversees customer innovation, lead generation and brand development with a mission to give millions of people nationwide improved access to healthcare privacy, control and savings.

Prior to HealthLock, David held key leadership positions across diverse industries that helped shape his approach to reinventing the customer experience in alignment with consumer demand and technological advancements. Most recently, he was Director of Marketing and Customer Engagement at Arizona Public Service, managing \$1.1 billion in revenue and achieving remarkable customer contact containment. He also served as Director of Digital Media at Cable One, where he catapulted website sales conversion rates and online sales contributions, and as Director of Online Marketing and an early employee at LifeLock, playing a pivotal role in the company's 1600% growth over 18 months and reducing cost per acquisition.

Additionally, David served as Product Marketing Manager at Avnet Technology Solutions, Vice President of Marketing and Sales at Hitplay Media, Director of International Business Development at Engage Media/Adsmart and Regional Marketing Manager at British Airways.

A sought-after marketing authority, David's passion for innovation and creating meaningful change extends beyond the boardroom. He's spoken at multiple digital communication conferences and panels, including Customer Service Week, and he's regularly called upon by the media to share his expertise. Additionally, David is active in his community, most recently serving on the board of Wildfire, a charity in Phoenix that provides emergency billing funds.

David earned a Bachelor of Arts in International Studies from Chaminade University of Honolulu.

For David, working at HealthLock is not just a job; it's a soul-feeding mission. The chance to save people money and alleviate the complexities of healthcare resonates deeply with him and reflects his ultimate goal: to allow patients to focus on what matters most – their wellbeing – while HealthLock handles the rest.