



Melinda Cisneros

Healthcare Director

Melinda Cisneros is a Healthcare Director for AT&T. She brings ten years of experience in healthcare information services, most recently as an Account Executive with BJC HealthCare in St. Louis, MO.

Ms. Cisneros' experience includes system evaluation and selection, financial and clinical strategic planning, customer relationship management, and liaison duties between healthcare facilities and the information technology department. She was responsible for developing IT application standards throughout a 13 hospital organization, developing oversight committees with key hospital managers to understand current project status, working with hospital executives to define and resolve IT issues, and having video conference capabilities installed throughout the enterprise.

Prior to joining healthcare information services, Ms. Cisneros worked for Maritz, Inc. in St. Louis, MO developing and administering performance improvement programs for major companies throughout the United States, such as GTE Mobilnet, SunTrust Bank, Cellular One, and United Artists Theatres.

Ms. Cisneros will work with the AT&T Healthcare Vertical Sales Team and other Healthcare Advocates to understand healthcare issues and develop solutions that fit the needs of our customers.