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Aaron Martin

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Aaron is Executive Vice President and Chief Digital Officer of Providence St. Joseph Health (PSJH) and Managing General Partner of Providence Ventures (PV). Providence St. Joseph Health is a not-for-profit health system that combines Providence Health & Services and St. Joseph Health. Both organizations have served the Western U.S. for more than a century and together comprise 106,000 caregivers who serve in 50 hospitals, 829 clinics, and hundreds of programs and services. Aaron is responsible for digital and marketing for PSJH. His team is also responsible for driving innovative new programs across PSJH that improve convenience,

lower cost, and improve quality. Aaron is also responsible for Providence Venture's \$150M fund which invests in early to mid-stage healthcare technology companies. Aaron serves on the boards of PV portfolio companies AVIA, Kyruus, Wildflower Health, and Xealth. Aaron is a current board member of Presbyterian Healthcare Services, an integrated not-for-profit health system based in Albuquerque, NM.

Prior to PHS, Aaron worked for Amazon, McKinsey & Company, and was a founder of two early-stage technology companies funded by New Enterprise Associates and Mayfield. While at Amazon, Aaron was general manager of Amazon's self-publishing and print on demand business. Aaron went on to lead the Kindle North American Trade publisher business helping major publishing partners like Random House, Simon & Schuster, and Harper Collins transition their businesses to eBooks on Kindle.