



Media kit

Cameron Hemphill



HEALTHCARE GROWTH ARCHITECT, TECH INNOVATOR,
AND KEY OPINION LEADER IN MEDICAL AESTHETICS

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About Cameron Hemphill

Cameron Hemphill is a nationally recognized growth architect and key opinion leader in medical aesthetics, widely known for pioneering the industry's earliest CRM-driven operating systems and shaping how modern practices scale. A founder, operator, investor, and private-equity experienced advisor, Cameron has built and scaled enterprise-ready businesses by unifying technology, data, and leadership.

As founder of Growth99, Cameron built and successfully exited one of the most influential marketing automation and patient acquisition platforms in the aesthetic industry, empowering more than 1,000 medspas and 2,300 providers nationwide and scaling practices from six to eight figures. Guided by a systems-first philosophy, he builds the infrastructure that turns strategy into execution, integrating CRM, KPIs, AI, and leadership to drive booked appointments, operational clarity, and long-term enterprise value, positioning him as a defining voice behind how medical aesthetics scales next.

Proven Authority

- Founder of Growth99 (first CRM innovator in aesthetics)
- Fractional CEO & PE-experienced advisor
- Scaled practices from \$0 → \$1M and \$2M → \$6M in 18 months
- Platform-agnostic systems builder
- Host of a leading industry podcast - **Medical Millionaire**
- Sought-after keynote speaker at leading industry events, including AmSpa, Aesthetic Next, and the 4S Summit

Systems of Scale

- CRM-Driven Patient Acquisition & Retention
- KPI-Based Leadership & Growth Strategy
- Tech-Enabled Healthcare Systems
- AI & Automation in Medical Aesthetics
- Inventory, Portal & Infrastructure Design
- Private Equity-Ready Practice Scaling
- Emerging Care Models (Peptides & GLP-Based Care)

Defining Conversations in Medical Aesthetics

- How wellness practices are getting peptides wrong, and what ethical, compliant integration actually looks like
- Why medical aesthetics doesn't have a growth problem. It has a systems problem
- The real reason most medspas stall after \$1M
- How CRM-driven marketing actually scales practices
- Why AI without infrastructure is a distraction
- What it takes to build practices that private equity actually wants
- Why most medical aesthetic practices are below benchmark on revenue driving categories