

Cameron Full is a business professional with a Doctorate in Business Administration from St. Ambrose University, where he researched Bricolage and presented at the Midwest Academy of Management Conference. He also holds a Master's in Organizational Leadership, a Certificate in Entrepreneurial Management, and a Bachelor's in Communication and Media Studies, along with completing an International Leadership Program at the Zagreb School of Economics and Management. Blending leadership, creativity, and technology, Cameron brings expertise in business management and digital solutions across diverse markets, specializing in envisioning and implementing technology models, driving measurable results, and applying a project management approach rooted in critical thinking, efficiency, data, and design.

As Co-Founder of Referral Lab, he identified core challenges in referral tracking, workflow accountability, and task management across specialized medical practices, leading development of a software platform now deployed across 300+ locations and used by over 3,000 professionals. He built a scalable Core LMS with 1,000+ active users and an Advanced LMS with 200+ training videos, established role-specific focus groups, and developed in-person curricula on advanced scheduling and treatment presentation. He also co-founded TEKNEQ, delivering websites and digital strategies for 100+ dental clients, and The Special Lists podcast, supporting private practitioners with shared experience.

In addition, Cameron lectures at the Pikos Institute, contributing insights from more than 20 years in business ownership, digital strategy, and practice analytics.