

# INNOVATIONS: REDESIGNING WELLNESS

**APRIL 29, 2019**



**U.S. CHAMBER OF COMMERCE**



Dear Attendees:

Approximately 150 million Americans receive their health insurance through private sector employer-sponsored health plans, and chronic diseases, such as diabetes, obesity, and heart disease, are among the costliest to treat. As the majority of Americans spend most of their time at work, companies are uniquely positioned to build a culture of health.

Employers are at the forefront of innovation in health benefit program design, which includes innovative workplace wellness programs. These programs take many forms—on-site clinics and fitness centers, chronic disease management, nutrition seminars, and health risk assessments.

Workplace wellness programs do not provide a silver bullet. Rather, they are an important tool in the toolbox to address our nation's rising health care costs. A systemic approach to wellness requires stakeholders—firms, nonprofits, community leaders, and activists—to roll up their sleeves and work together.

To highlight the intersection of health and business competitiveness, the U.S. Chamber of Commerce hosts an annual event to emphasize innovations in workplace and community wellness.

Today's event examines leading-edge workplace wellness programs, holistic health, vaccine benefits, and how technology is reshaping benefit design.

Special thanks to our sponsors, which are listed on the back of the booklet.

Enjoy the program.

Sincerely,

A handwritten signature in black ink that reads "Michael Billet". The signature is written in a cursive, slightly slanted style.

Michael Billet  
Senior Manager, Policy Research  
U.S. Chamber of Commerce

# INNOVATIONS: REDESIGNING WELLNESS

Lee Anderson Veterans Center | U.S. Chamber of Commerce | Washington, D.C.

Monday, April 29, 2019

## Welcoming Remarks

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- Michael Billet, Senior Manager, Policy Research, U.S. Chamber of Commerce

## Conversation With the Experts

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Panelists will discuss the impact of evidence-based research on shaping workplace wellness programs.

- Ron Z. Goetzl, Ph.D., Vice President, IBM Watson Health, and Senior Scientist and Director, Institute for Health and Productivity Studies, Johns Hopkins Bloomberg School of Public Health
- Katina Sawyer, Ph.D., Assistant Professor of Management at The George Washington University, School of Business, and Co-Founder, Workr Beeing
- Chatrane Birbal, Director, Policy Engagement, Government Affairs, Society for Human Resource Management

## Immunizations: A Greater Good

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This panel will discuss immunization prevention and schedules.

- Steven R. Gregory, Senior Director, U.S. Public Policy, Walgreens
- Abby Bownas, Manager, Adult Vaccine Access Coalition, and Senior Advisor, NVG, LLC
- Katherine Dallow, M.D., M.P.H., Vice President, Clinical Programs and Strategy, Blue Cross and Blue Shield of Massachusetts

*Moderator:* Robert Popovian, Pharm.D., M.S., Vice President, U.S. Government Relations, Pfizer Inc.

## **Fireside Conversation: Re-imagining Health Care**

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Technology is a force for good as it enables better health outcomes. Panelists will detail how technology changes how medicine is practiced and care is delivered.

- Jim Traficant, M.B.A., Managing Director, Federal Health Lead, Accenture
- Amina Brown, Data Scientist, Virgin Pulse
- Appolo Tankeh, Ph.D., Lead Data Scientist, Office of GM, IBM Global Financing
- Sean Chai, Global Head, Employee Health Innovation Center of Excellence, Johnson & Johnson

*Moderator:* Julie Stitzel, Managing Director, Policy & Strategic Initiatives, C\_TEC, U.S. Chamber of Commerce

## **How Technology and Peer Support Drives Behavioral Change**

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- Todd Slawter, Chief Growth Officer, Peerfit

## **Understanding Workplace Wellness Rules: Legal Update**

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- J.D. Piro, Senior Vice President, Aon

## **Wellness From a Small Business Angle: Helping and Healing**

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Small business owners will elaborate on addressing holistic health, including creating a safe space that is accessible and community oriented.

- Elisa Shankle, Co-Founder, HealHaus
- Melissa Bercier, Ph.D., LCSW, Founder and President, Couch Clarity, P.C.
- Camille McGirt, M.P.H., Co-Founder, Healthy Girls Save the World, Inc., and Senior Consultant, Booz Allen Hamilton

*Moderator:* Thomas M. Sullivan, Vice President, Small Business Policy, U.S. Chamber of Commerce

### **Foogal: Aligning the Interests of Consumers, Health Care Payers, and Food Retailers**

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- Todd Knobel, Co-Founder, Foogal

### **Lunch**

### **A Doctor Is in the House: Benefits of On-site Clinics**

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Panelists will discuss worksite clinics as a means to improve health outcomes for employees, increase employee productivity, and boost talent attraction and retention.

- Susan J. Campbell, Ph.D., Wellness Strategy Leader, American Airlines
- Joxel Garcia, M.D., CMO, Corporate Vice President, Health Affairs and Chief Medical Officer, American Express

*Moderator:* Donna L. Milavetz, M.D., M.P.H., FACP, CEO and Founder, OnSite Care, Inc.

### **Chambers Championing Wellness: Growing the Pie**

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Speakers will address how state and local chambers of commerce promote the importance of healthy lifestyles.

- Meg Schneider, IOM, CAE, Senior Vice President, Business Resources and Community Development, Greater Des Moines Partnership
- Melanie A. Schmidt, Marketing Communications Executive, Inova
- Joe Hurd, President and CEO, Blair County Chamber of Commerce

*Moderator:* Katie W. Mahoney, Vice President, Health Policy, U.S. Chamber of Commerce

### **Concluding Remarks**

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## Melissa Bercier, Ph.D., LCSW

### **Founder and President, Couch Clarity, P.C.**

Melissa Bercier is the founder and president of Couch Clarity, P.C., a private practice offering traditional on the couch psychotherapy, walk and talk therapy, and a body-centered and mindfulness-based program. Bercier is a certified compassion fatigue specialist, certified through the Traumatology Institute, and a licensed clinical social worker in Illinois.

She began her career working in community mental health centers in Chicago. From 2006 to 2010, she served as the Three Rivers District chair on the board of directors for the National Association of Social Workers-IL (NASW-IL). Since 2010, Bercier has worked as an Employee Assistance Program (EAP) therapist for Perspectives, Ltd. and is currently an affiliate for the organization.

Bercier received her Masters in Social Work (MSW) and Ph.D. in social work from Loyola University Chicago and her B.A. in sociology from the University of Wisconsin-Madison.



## Michael Billet

### **Senior Manager, Policy Research, U.S. Chamber of Commerce**

Michael Billet, senior manager of policy research at the U.S. Chamber of Commerce, keeps members and internal Chamber policy staff abreast of pending labor, immigration, and health care legislation, as well as federal regulatory and subregulatory activities. He is also responsible for planning the Chamber's annual workplace and community wellness forum.

Previously, Billet worked as the public policy assistant at the National Business Group on Health, where he provided administrative and logistical support for the annual Business Health Agenda conference, conducted research, and wrote policy materials. This included drafting testimony, letters to Congress and the administration, briefings for Hill visits, and other public policy activities.

He also has research experience working at the American Enterprise Institute, the Congressional Management Foundation, and for former Sen. Rick Santorum (R-PA).

Billet has a bachelor's degree in English and political science from Muhlenberg College and a master's degree in governmental studies from the Johns Hopkins University.





## Chatrane Birbal

### **Director, Policy Engagement, Government Affairs, Society for Human Resource Management**

Chatrane Birbal is director of policy engagement for government affairs at the Society for Human Resource Management (SHRM). She is involved in policy issues on Capitol Hill that impact the workplace, including workforce development, equity, flexibility and paid leave, employment-based immigration, and employer-sponsored benefits.

Birbal serves on the board of Women in Government Relations (WGR), the nonpartisan professional society dedicated to supporting women's leadership in government relations and leads the WGR Membership and Diversity, Equity, & Inclusion committees.

She received a Bachelor of Arts degree in political science from the State University at Buffalo in Buffalo, New York, and a graduate degree in public administration and public policy from George Mason University in Fairfax, Virginia.



# Abby Bownas

## **Manager, Adult Vaccine Access Coalition Senior Advisor, NVG, LLC**

As NVG's expert coalition builder, Abby Bownas manages the Adult Vaccine Access Coalition, bringing together over 50 stakeholders representing immunization providers, innovators, and public health and patient groups to raise awareness, improve access, and increase utilization of vaccines among adults.

Since joining NVG in 2009, she ensured that diabetes preventive care was included in the Affordable Care Act, broadened access to healthy foods, and lobbied for funding for Promise Neighborhoods, communities of opportunity centered around strong schools.

Previously, Bownas was director of federal government affairs at the American Diabetes Association and spent over five years on Capitol Hill working for former Sens. Bob Kerrey (D-NE) and then-majority leader Harry Reid (D-NV), followed by a stint in the office of former Rep. John F. Tierney (D-MA).

Bownas earned a master's degree in political science and a B.A. in interdisciplinary studies from American University in Washington, D.C.



# Amina Brown

## **Data Scientist, Virgin Pulse**

Amina Brown is a data scientist at Virgin Pulse, a company that builds employee engagement and loyalty through the use of personalized technology solutions and workplace well-being programs.

At Virgin Pulse, Brown studies large datasets composed of organizational, individual, and time series data and creates mathematical models that predict both individual and organizational success in workplace wellness outcomes.

She has a B.S. in mathematics from the University of Vermont.



# Susan J. Campbell, Ph.D.

## **Wellness Strategy Leader, American Airlines**

Susan Campbell, Ph.D., health and wellness strategy leader for American Airlines, enhances personal and community well-being by learning from and developing close working relationships with unionized health and aeromedical leaders. She also promotes wellness across company platforms. During her tenure, American Airlines has built prevention and acute care into occupational health in 11 on-site clinics and has transitioned all clinics to external vendors.

Before joining American Airlines, she was managing director at her consulting firm, Campbell Consulting.

From 1994 to 1999, Campbell worked as the U.S. Department of Defense department head, where she developed and evaluated wellness programs. From 1999 to 2013, she served in various roles at the Cooper Institute, including vice president for education and strategic initiatives and chief mission officer.

Campbell has a Bachelor of Science in parks and recreation from East Carolina University, a Master of Education in counseling from Boston University, and a Ph.D. of Philosophy in human services from Capella University in Minneapolis.



## Sean Chai

### **Global Head, Employee Health Innovation Center of Excellence, Johnson & Johnson**

Sean Chai has spent much of his career fostering a culture of innovation and translating health innovation to strategic capabilities.

At Johnson & Johnson, Chai is responsible for the Global Employee Health Center of Excellence, which covers digital health innovation, data strategy, Energy for Performance<sup>®</sup>, and mental well-being strategy.

Previously, he led AIG's digital innovation enablement program focusing on consumer digital, insurance tech, and digital health transformation; served as director of Kaiser Permanente's innovation and advanced technology team; and directed the tech innovation programs for Kaiser Permanente's Sidney Garfield Health Innovation Center in California and the Center for Total Health in Washington, D.C.

Chai has a B.S. in computer science from California Polytechnic State University-San Luis Obispo and an M.S. in engineering management from Santa Clara University.



# Katherine Dallow, M.D., M.P.H.

## **Vice President, Clinical Programs and Strategy, Blue Cross and Blue Shield Massachusetts**

Dr. Katherine Dallow is a physician executive and leader in value-based provider contracting, quality metric analysis and performance, medical coding, pharmacy cost management, and care coordination.

Previously, she worked at Blue Cross Blue Shield of Rhode Island as vice president of clinical affairs. Before that, she served as medical director of managed care in the Beth Israel Deaconess Care Organization, where she was responsible for accountable care organization medical management performance on commercial risk-based contracts.

Her clinical experience includes practice in internal medicine, both as a primary care provider and as a hospitalist in academic and community hospital settings.

Dallow graduated with honors from Princeton University, received a medical degree from Thomas Jefferson University, and an M.P.H. from Harvard University.



## Joxel Garcia, M.D., CMO

### **Corporate Vice President, Health Affairs and Chief Medical Officer, American Express**

Dr. Joxel Garcia is corporate vice president in health affairs and chief medical officer for American Express. He provides strategic leadership on American Express' global health and medical initiatives, develops leading-edge strategies to increase employee health status, and oversees the company's wellness centers and the award-winning *Healthy Living* initiatives.

Earlier, Garcia acted as the inaugural executive director at the University of Texas MD Anderson Cancer Center's Cancer Control and Prevention Platform and a member of the leadership team for the institution's bold Moon Shots Program.

Garcia also held positions in the public sector as the 14th U.S. assistant secretary for health at the U.S. Department of Health and Human Services, a four-star admiral for the U. S. Public Health Service, and the U.S. representative to the World Health Organization.

He started his premed studies at the University of Puerto Rico, Mayaguez; received a medical degree from Ponce School of Medicine Puerto Rico; and earned an M.B.A. from the University of Hartford.



# Ron Z. Goetzel, Ph.D.

**Vice President, IBM Watson Health**  
**Senior Scientist and Director, Institute for Health and Productivity Studies,**  
**Johns Hopkins Bloomberg School of Public Health**

Dr. Ron Z. Goetzel is senior scientist and director of the Institute for Health and Productivity Studies (IHPS) at the Johns Hopkins Bloomberg School of Public Health and vice president of consulting and applied research at IBM Watson Health. IHPS' mission is to bridge the gap between academia, the business community, and the health care policy world. Before going to Johns Hopkins, Goetzel served on the faculties at Emory and Cornell universities.

At IBM Watson Health, Goetzel leads projects for health care purchaser, managed care, government, and pharmaceutical clients, and he conducts research on the relationship between health and well-being, medical costs, and productivity. He has directed multiple evaluations of employer-led health promotion and disease prevention programs. Also, Goetzel is president and CEO of The Health Project, which awards the C. Everett Koop Prize to organizations with cost-effective wellness programs.

Goetzel earned his doctorate in organizational and administrative studies and his M.A. in applied social psychology from New York University and his B.S. in psychology from the City College of New York.





## Steven R. Gregory

### **Senior Director, U.S. Public Policy, Walgreens**

As senior director and head of U.S. public policy at Walgreens, Steven R. Gregory leads the public policy and regulatory activities for the largest drugstore chain in the country. The company operates over 9,500 retail pharmacies in 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Before joining Walgreens, Gregory served as director of reimbursement and research for the American Health Care Association, a nonprofit federation representing more than 13,500 nursing facility, assisted living, developmentally disabled, and subacute care providers and as a health care analyst for the U.S. Government Accountability Office. He began his career with AARP.

Gregory received a Bachelor of Arts in sociology from the University of Kentucky and a Master of Arts in sociology and applied social research from West Virginia University.



# Joe Hurd

## **President and CEO, Blair County Chamber of Commerce**

Joe Hurd is president and CEO of the Blair County Chamber of Commerce in Altoona, Pennsylvania. He has guided the chamber for the past two decades while overseeing its growth.

Previously, Hurd was managing editor of the *Catholic Register*, director of human resources at Garvey Manor Nursing Home, and administrator of the Lutheran Home in Hollidaysburg, Pennsylvania.

He is a board member of the Central Pennsylvania Community Foundation and serves on the advisory board of Pennsylvania Highlands Community College. Hurd received his B.A. in journalism from Shippensburg University.



## Todd Knobel

### **Co-Founder, Foogal**

Todd Knobel is co-founder of Foogal, an app that helps people eat healthier by making the preparation and cooking processes easy, fun, and engaging. Knobel has led or advised numerous early-stage companies primarily in the software development and retail sectors.

Before joining Foogal, he was a partner with the international consulting firm Arthur Andersen, CEO of KeyWorld Investments, and a co-founder of a chain of menswear stores located throughout the Russian Federation.

Knobel earned his Bachelor of Science from the University of Nebraska where he majored in economics and was named a Truman Scholar. He also holds a Juris Doctorate from Georgetown and a Masters in Finance from the London Business School.



# Katie W. Mahoney

## **Vice President of Health Policy, U.S. Chamber of Commerce**

Katie W. Mahoney, vice president of health policy at the U.S. Chamber of Commerce, develops, advocates, and publicizes the Chamber's policy on health and works with members of Congress, the administration, and regulatory agencies to promote the organization's health policy. Mahoney also crafts regulatory responses for the Chamber and its member companies.

She joined the Chamber from the law firm of Greenberg Traurig, where she served as assistant director of health and FDA business. There she analyzed legislative and regulatory health care proposals and advised insurers, health care providers, and employers on the respective business impact.

Mahoney graduated cum laude from Vanderbilt University with an undergraduate degree in English literature. She earned a law degree and a master's degree in health administration from Tulane University's Schools of Law and Public Health and Tropical Medicine, respectively.



## Donna L. Milavetz, M.D., M.P.H., FACP

**CEO and Founder, OnSite Care, Inc.**

Dr. Donna Milavetz is a licensed medical doctor and internist with over 20 years of clinical experience. She is a recognized leader and innovator in advancing the quality of community health care—with a focus on improving health care outcomes while driving down wasteful medical spending in the employer market.

As founder and CEO of OnSite Care, Milavetz advises employers on designing and implementing health care strategies for custom on-site medical clinics and wellness programs. Founded in 2006, OnSite Care now employs more than 100 medical professionals spanning 20 clinics in four states. The company has partnered with Steward Healthcare to bring value-based health care to the employer market.

Previously, Milavetz was medical director of the Intermountain Healthcare McKay-Dee Women's Health Center in Ogden, Utah.

Milavetz trained at one of Harvard's teaching hospitals and also holds a degree in public health from the University of Minnesota. She was on the faculty at the Mayo Clinic in Rochester, Minnesota, and was co-director of the Women's Heart Clinic.



## Camille McGirt, M.P.H.

**Co-Founder, Healthy Girls Save the World, Inc.**  
**Senior Consultant, Booz Allen Hamilton**

Camille McGirt is a senior consultant at Booz Allen Hamilton, supporting a mental health project in the firm's Civilian Services Group.

She established Healthy Girls Save the World (HGSW), a nonprofit to foster the development of healthy habits related to nutrition, physical activity, and healthy lifestyles. HGSW has been recognized for its work by the Clinton Global Initiative University, the Pearson Foundation, the Maya Angelou Center for Women's Health and Wellness, the Kenan Biddle Partnership, and Liberty Mutual.

Earlier, McGirt participated in the White House internship program working at the Office of Presidential Personnel, interned in Rep. Emanuel Cleaver's (D-MO) office through the Congressional Black Caucus Foundation's Emerging Leaders Program, and worked as a HealthCorps coordinator at South Shore High School in Brooklyn, New York.

As a Hatch-Barnhill Merit Scholar, McGirt's focus on health behavior led to her M.P.H. at the Gillings School of Global Public Health at UNC-Chapel Hill.



## J.D. Piro

### **Senior Vice President, Aon**

J.D. Piro is a senior vice president at Aon, where he leads the Health & Benefits Practice's Legal Consulting Group and the Federal Health Care Reform Team. His client responsibilities include helping employers develop and implement strategies to identify and reduce the legal risks inherent in the health care environment.

He has worked in the area of ERISA and employee benefits as an attorney and a legal consultant for more than 25 years.

He earned a B.A. summa cum laude in political science and economics from Fordham University, where he was elected to Phi Beta Kappa. He received his law degree from Georgetown University and was an editor of *The Tax Lawyer*, a publication of the American Bar Association's Section on Taxation.

Piro is a member of the Employee Benefits Research Institute, the New York State Bar Association, the National Business Group on Health, the ERISA Industry Committee, and the American Health Lawyers Association.



## Robert Popovian, Pharm.D., M.S.

### **Vice President, U.S. Government Relations, Pfizer Inc.**

For the past two decades, Dr. Robert Popovian has published and presented extensively on the impact of biopharmaceuticals and health policies on health care costs and clinical outcomes.

He has been published in health care delivery journals and is considered an expert resource.

He also writes a regularly published column in *Morning Consult* regarding health policy and economic issues relevant to the biopharmaceutical industry. He is a board member for the Global Healthy Living Foundation.

Popovian completed his doctorate in pharmacy and Masters of Science in pharmaceutical economics and policy with honors at the University of Southern California.





## Katina Sawyer, Ph.D.

**Assistant Professor of Management at The George Washington University  
Co-Founder, Workr Beeing**

Katina Sawyer is co-founder of Workr Beeing, an evidence-based workplace wellness insights company. She is also an assistant professor of management at The George Washington University in the School of Business. Before joining the faculty at GW, she was an assistant professor of psychology at Villanova University.

Sawyer's work has been featured in numerous publications, including the *Harvard Business Review* and the *Journal of Applied Psychology*. She has been awarded research grants examining the role of male champions in supporting women's leadership from the National Science Foundation, as well as from the Society for Human Resource Management.

She holds a dual Ph.D. in industrial/organizational psychology and women's studies from the Pennsylvania State University. She received her B.A. in psychology from Villanova University.



# Melanie A. Schmidt

## **Marketing Communications Executive, Inova**

Melanie Schmidt is a marketing communications executive at Inova, Northern Virginia's leading nonprofit health care provider. Schmidt leads the strategy, development, and implementation of marketing and communications plans for Inova Loudoun Hospital, Inova Urgent Care, Inova Medical Spa, and Inova Population Health.

Before joining Inova, Schmidt served as senior director of public relations and business development at the Nova Medical & Urgent Care Center. There she developed Vibrance 180, a comprehensive population health improvement plan for the company's employees.

Schmidt has been an active member of the Loudoun County Chamber of Commerce for the past decade and received its Young Professional Community Leadership Award in 2015. She served as the Healthy Business Initiative committee chair from 2015 to 2017 and now serves as the committee chair for the organization's annual Superhero 5K and Kids Fun Run.

She earned her Bachelor of Arts in public relations and advertising from Pennsylvania State University, with minors in business, Spanish, and international studies.



## Meg Schneider, IOM, CAE

### **Senior Vice President of Business Resources and Community Development, Greater Des Moines Partnership**

Meg Schneider, IOM, CAE, is the senior vice president of business resources and community development at the Greater Des Moines Partnership. The partnership is a consortium of chambers of commerce, business partners, and investors that drive economic growth.

Schneider oversees member value and benefits, as well as programs supporting small business across the Greater Des Moines region.

In addition, she oversees community development initiatives. In that capacity, she serves on the Steering Committee of the City of Des Moines Comprehensive Plan, and she co-leads the Connect Downtown initiative and the Capital Crossroads Regional Vision Wellness Capital platform.

Schneider holds an associate degree in liberal arts from Des Moines Community College.



# Elisa Shankle

## **Co-Founder, HealHaus**

Elisa Shankle moved from North Carolina to New York City to attend Pratt Institute, where she received her degree in interior design.

Around this time, Shankle began to delve more into spirituality, plant medicine, and a holistic lifestyle. In her early 20s, she dealt with anxiety and depression and learned to cure herself through diet and herbs. Her dedication to alternative medicine has always been an integral part of her lifestyle. She strongly believes that wellness knows no bounds—you can be a multifaceted person and still be committed to your personal evolution.

Shankle's passion for design is incorporated into the aesthetics of HealHaus, a holistic health and healing space in Brooklyn, New York, which she co-founded with Darian Hall.

HealHaus has a cafe and indoor and outdoor group programming areas where daily group yoga and meditation classes are offered. The company is designed as a safe space where healing is accessible, inclusive, and community oriented.



## Todd Slawter

### **Chief Growth Officer, Peerfit**

Todd Slawter has more than 20 years of experience in the health insurance industry. He is responsible for creating new partnerships; advising Peerfit on how to scale and manage their internal product, design, and marketing departments; and helping manage the sales team. Throughout his career, he has continuously looked for innovative solutions to help clients deliver meaningful and competitive benefits packages for their employees.

Earlier, he held senior executive positions with both Aetna and BenefitMall. Slawter received a B.S. in communications from Appalachian State University.



# Julie Stitzel

## **Managing Director, Policy & Strategic Initiatives, C\_TEC, U.S. Chamber of Commerce**

Julie Stitzel is managing director of policy and strategic initiatives at the U.S. Chamber Technology Engagement Center (C\_TEC), the tech policy hub at the U.S. Chamber of Commerce. Stitzel directs the development and implementation of C\_TEC's policy priorities and represents C\_TEC on Capitol Hill, before the administration, and other industry organizations.

Before joining C\_TEC, Stitzel was senior manager for federal advocacy and policy for Etsy, where she was responsible for directing federal and state legislative campaigns that focused on strengthening U.S. micro businesses.

Prior to her work at Etsy, Stitzel directed a project at The Pew Charitable Trusts and held positions at the Brookings Institution, the Ohio State Senate, and various nonprofit organizations. She serves on the board of the Women's High Tech Coalition and is a former board member of Women in International Trade.

Stitzel is a graduate of Harvard's John F. Kennedy School of Government and Ohio University.



## Thomas M. Sullivan

### **Vice President, Small Business Policy, U.S. Chamber of Commerce**

Thomas M. Sullivan is vice president of small business policy at the U.S. Chamber of Commerce. He runs the U.S. Chamber's Small Business Council, engaging members on a regular basis to increase small business input and involvement in Chamber activities.

Sullivan served as chief counsel for advocacy at the U.S. Small Business Administration (SBA). He was involved in more than 100 regulatory and legislative matters, testified before congressional committees, and served as a spokesperson on economic conditions and entrepreneurship. The hallmark of his tenure at SBA was a national legislative initiative guaranteeing that small business has a voice in state regulatory decisions.

Previously, Sullivan was an attorney in the government relations practice of Nelson Mullins Riley & Scarborough, LLP. Before rejoining Nelson Mullins, he served as general counsel for the Bipartisan Policy Center.

Sullivan serves on the board of directors of the Global Entrepreneurship Network, a platform of programs and initiatives aimed at creating an entrepreneurial ecosystem.

He earned his Juris Doctor from Suffolk University Law School and a Bachelor of Arts in English from Boston College.



# Appollo Tankeh, Ph.D.

## **Lead Data Scientist, Office of GM, IBM Global Financing**

Appollo Tankeh, Ph.D., a computer scientist, has been with IBM since 2000 and now works for IBM's Global Finance (IGF) organization. He was one of the original members of the High Performance Computing (HPC) dream team of engineers who created the ASCI Purple supercomputer installed at the Lawrence Livermore National Laboratory in Livermore, California, in 2005.

Tankeh is an artificial intelligence (AI) expert with many years of experience leveraging AI to solving problems in research, systems, and business and finance organizations, including the competitive analysis of financial performance of firms.

He holds electrical engineering MSc/Ph.D. degrees from Imperial College London and an M.B.A. degree from MIT Sloan Management School as a Sloan Fellow. He has been a research assistant at the Computer Laboratory of the University of Cambridge and the Computer Science Department at University College London.

Tankeh has been a university lecturer and adjunct professor at universities in London and New York.





## Jim Traficant, M.B.A.

### **Managing Director, Federal Health Lead, Accenture**

Jim Traficant is managing director for federal health at Accenture Federal Services. He has over 25 years of executive and operational leadership in government, commercial, and international markets. Previously, he was president of ASM Research and Harris Healthcare Solutions.

Traficant has experience in aerospace & defense, intelligence, and health care, as well as M&A, product development, and IT services. He has served on the boards of Software Technology Inc, Cancer Treatment Services International, and the first Johns Hopkins Medicine joint venture called Peake Healthcare, which he co-founded.

He has a bachelor's degree in electrical engineering from Geneva College and an M.B.A. from The George Washington University.

# About Our Sponsors



Foogal is a platform that aligns the interests of consumers, health care payers, and food retailers. The Foogal app makes deciding what to eat easy, engaging, and fun, while improving health and lowering health care costs. Foogal uses the latest research in behavioral economics to reward nutritious eating with wellness points. Foogal empowers households to change their eating behaviors to promote wellness.

For more information, visit [foogal.com](http://foogal.com).

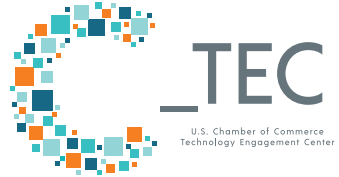


Peerfit is the market leader in connecting employers and carriers with personalized fitness experiences. Through its digital platform, insurance carriers, brokers, and employers can redefine their benefits programs by giving employees access to a network of fitness studios and gyms—offering a variety of classes that cater to all levels of fitness using workplace wellness dollars.

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