



AMERICAN INSTITUTES FOR RESEARCH®



Thursday, Nov. 13, 2014 | Carnegie Institution for Science, 1530 P. St. NW, Washington DC

Schedule

Noon – 1:30 EST

- Registration and lunch
- Welcome
Julia Galdo
Managing Director, AIR
- Introduction
Galen Cole
Principal Researcher, AIR
- Discussion
Roy Daiany
Public Sector Account Executive, Google
Daniel Davenport
Executive Director, THINK Interactive Inc.
Bradford Hesse
Chief, National Cancer Institute
Kevin O'Connor
President, User Insight
- Q&A
- Closing Remarks

BIOGRAPHIES

Galen Cole

Principal Researcher, Health and Social Development Program, AIR



Galen Cole, a principal researcher in mental health, joined AIR after 23 years with the U.S. Centers for Disease Control and Prevention. He previously served in numerous research and leadership positions across the agency, including for the National Center for Health Marketing, the Office of Smoking and Health, and the Division for Cancer Prevention and Control.

Concurrent with his public health career, Dr. Cole worked in private practice, community mental health centers and hospitals as a licensed counselor and psychotherapist. In 2003, in recognition of his work as a therapist and community mental health advocate, the Governor of Georgia appointed him to serve on the Georgia Human Resources Board. In this capacity he served as chair of the DHR committee that provided policy guidance to the state Division of Mental Health, Developmental Disabilities, and Addictive Diseases. He has also served on the board of the American Psychotherapy Association and, as Ethics Chair, on the Georgia Association of Licensed Professional Counselors.



AMERICAN INSTITUTES FOR RESEARCH®

Over the years, Dr. Cole has been very active in working as a trainer and consultant with many diverse public and private health organizations such as the World Health Organization, United Nations Children's Fund, China Ministry of Health, Palestinian Health Authority, Israeli Ministry of Health, Arab-Israeli's School of Public Health at AIQueds University in East Jerusalem, Hadassah School of Public Health at Hebrew University, Israeli Cancer Society, Department of Communication at Tel Aviv University, the World Bank, Asian Development Bank, the Kazakhstan Ministries of Health and Education, Pan American Health Organization, AIDS Support Organization, the Islamic Medical Association of Uganda, and the Navajo Health Foundation.

Roy Daiany

Public Sector Account Executive, Google



Roy Daiany is an account executive on Google's Public Sector team, based in the company's Washington, D.C. office. In this role, he helps the federal government and major nonprofits develop, implement and analyze outreach and communication campaigns. Daiany spends much of his time partnering with the U.S. Department of Health and Human Services, helping various program teams leverage Google and YouTube to educate and inspire Americans to take better care of themselves and their families.

Daiany has a B.A. in psychology from Georgetown University, where he graduated with honors. When he's not working to innovate government communication, Daiany enjoys spending time with his partner and twin baby boys.

Daniel Davenport

Executive Director, THINK Interactive Inc.



Daniel Davenport is executive director of THINK Interactive Inc., a digital innovations and experience design company that helps brands solve fascinating, complex business and marketing problems. Davenport works with THINK Interactive's clients to develop digital ecosystems that drive client's online business goals.

As the director of THINKlab, Davenport quickly capitalized on the burgeoning market for mobile data connectivity and off-browser applications working for companies like Windstream, Orkin, Sears and Vitamin Water. He created and led efforts around the connected consumer, the quantifies self and the Internet of Things as well as talked way too much about NFC payment technologies.

Working for CTN Media Group, Davenport built one of the first user generate content and social networking sites, Wetair, which was purchased by MTV as a part of Viacom's acquisition of CTN in 2002. In the late 1990's Davenport was a lead investor and board member of Globopolis, the first major internet company in Eastern Europe, with offices in Prague, Berlin, Budapest, Vienna, Warsaw, Riga, Munich, Krakow and Ljubljana.

In 1993, Davenport founded one of the first interactive marketing and developments firms where he helped pioneers such as BellSouth, First Data, Turner/TimeWarner and Invesco establish digital presences to use the internet for commercial purposes.

Davenport holds a B.A. in philosophy, an M.A. in psychology and an Ed.S. in instructional technology.

Julia Galdo

Managing Director of Health Communication and Social Marketing, AIR



Julia Hunter Galdo serves as co-director of the Communication and Social Marketing Group in AIR's Health and Social Development Program, overseeing a staff of 30 professionals. Galdo manages communication programs strategically directed to stakeholder audiences and the public at the local, state and national levels. She develops and manages national programs and partnerships to deliver critical information effectively to key constituents, including public health officials, special audiences and the American public.

Galdo manages multidisciplinary teams providing services ranging from strategic communication planning, training and technical assistance, community outreach, crisis and emergency risk communication and behavior change communication. She has particular expertise working with underserved populations. She has provided senior

communication counsel to several HHS offices and programs including the Center for Global Health at the CDC, the Office of Disease Prevention and Health Promotion in the Office of the HHS Secretary, the Division of AIDS Prevention at the CDC, and the CDC's Center for Health Marketing on pandemic influenza. Galdo is the co-author of the CDC's *Crisis and Emergency Risk Communication*.

Prior to joining AIR she served as senior vice president of Matthews Media Group, as a corporate officer and director of communication and information services at Neighborhood Reinvestment Corporation, and as head of her own firm, Galdo Communications.

Bradford Hesse

Chief, Health Communication and Informatics Research Branch, Behavioral Research Program, National Cancer Institute



Bradford (Brad) Hesse was appointed Chief of the National Cancer Institute's (NCI) Health Communication and Informatics Research Branch (HCIRB) in November 2006. He served as the Acting Chief of HCIRB from 2004-2006.

Dr. Hesse's professional focus is bringing the power of health information technologies to bear on the problem of eliminating death and suffering from cancer, a cause to which he remains steadfastly dedicated. While at the NCI, he has championed several initiatives that evaluate and progress the science of cancer communication and informatics, including the Health Information National Trends Survey (HINTS) and the Centers of Excellence in Cancer Communication (CECCR).

Prior to his work at NCI, Dr. Hesse conducted research in the interdisciplinary fields of human computer interaction, health communication, medical informatics, and computer-supported decision making. In 1988, he served as a postdoctoral member of the Committee for Social Science Research on Computing at Carnegie Mellon University, and subsequently co-founded the Center for Research on Technology at the American Institutes for Research in Palo Alto, California in 1991.

Dr. Hesse currently serves on the board of advisors for the American Psychological Association's online resource, PsycINFO, and is a member of the American Psychological Society, the Association for Computing Machinery, Special Interest Group on Human Computer Interaction (SIG-CHI), the American Medical Informatics Association, the International Communication Association, and the Usability Professionals Association.

Kevin O'Connor

President, User Insight



Kevin O'Connor is the President of User Insight, a qualitative market research company, where he is responsible for all aspects of the company's marketing and client relations. With a focus on creating new and innovative services,

O'Connor helped grow User Insight to a firm that today provides user experience research and strategy to 300 clients spanning 18 different industries. Since 2004, O'Connor has expanded User Insight's international capabilities with the establishment of various international partnerships.

Drawing upon his 15+ years of experience, O'Connor regularly consults with Fortune 500, Global 2000 organizations and government institutions on methods to gather and analyze feedback from end users to help create intuitive products. Additionally, he works with some of the biggest brands leveraging his knowledge of consumer behavior to inform digital strategies. Deepening his industry involvement, he has served multiple positions on the Board for CHIA, Computer-Human Interaction of Atlanta, including eight years as the president, vice president and membership chair.

O'Connor was previously the owner of OneSource Consulting, Inc., a technology recruiting and resource strategy firm, after starting his career as a commercial banker with SunTrust Bank. He holds a B.A. in finance and an MBA with concentrations in e-business strategy and computer information systems from Georgia State University.