

## **David Livesay**

David works with an exceptionally talented group of individuals in MiHIN's MarComm department to understand the Michigan marketplace and national landscape, and to position Michigan as a leading voice and resource within the complex, dynamic health information sector. David and his team are responsible for hosting the annual Connecting Michigan for Health conference where changemakers and industry leaders from Michigan and throughout the U.S. gather to share how together we are all improving health information exchange.

He began his career in journalism, started and successfully ran an independent weekly newspaper for a few years, then transitioned to graphic design as creative director for another local paper. From there David moved to marketing and communications where he has helped numerous technology, logistics and entertainment companies win extremely competitive markets while focusing on thought leadership, clear communication and creative product strategies. He has also successfully led information technology and project management teams to outperform expectations, and regularly consults with companies of various sizes on marketing and communication strategies. He is completely fascinated by all levels of communication, but his wife assures him he still has much to learn.