



MICHAEL GREENWELL

Vice-President for Health Marketing and Communications, Danya International
Chair, Communications Implementation Group

Michael (Mike) Greenwell serves as a Vice President for Health Marketing and Communications for Danya International, bringing more than 25 years of health communications, public relations, and community relations experience to the position. During his career as a communications professional, Greenwell has built effective communications operations for numerous large health and scientific organizations as well as community services delivery organizations.

Presently, Greenwell heads a thriving health care practice for Danya International. Among his current clients are the Centers for Disease Control and Prevention (CDC), where he provides strategic communications direction for CDC in the areas of HIV/AIDS prevention and control, birth defects prevention, and reproductive health. His past experience includes work for pandemic flu preparedness for multiple pharmaceutical companies, and other corporate clients. Prior to coming to Danya International, Mr. Greenwell headed up a health care practice for Fleishman-Hillard International Communications in Atlanta in 2003 until 2008.

Mr. Greenwell served for 14 years as the communications director for two large centers within the Centers for Disease Control and Prevention (CDC) in Atlanta. Beginning in 1990, Greenwell built a strategic public affairs and community relations function for the Agency for Toxic Substances and Disease Registry (ATSDR), and the National Center for Chronic Disease Prevention and Health Promotion.

Greenwell received a bachelor's degree in communications and public relations from the University of Missouri and serves as the chair of the National Forum Communications Implementation Group and as a member of the Executive Committee.
