

Marketing Disease Prevention in America

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Obesity-Related Products
and Services



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Alyson is an experienced public health research professional with 15 years' experience in pharmaceutical, not-for-profit and government organizations. Alyson joined MicroMass in 2005 and leads its in-house team of behaviorists and researchers. This team works in tandem with the strategy, creative and technology teams to develop and execute the behavioral strategy of MicroMass' relationship marketing solutions.

Before joining MicroMass Communications, Alyson was an epidemiologist for GlaxoSmithKline. Alyson's background also includes 13 years of public health research experience with not-for-profit and government organizations focusing on the categories of women's health, HIV and STDs, and cancer.

Alyson received her master's degree from Virginia Tech University and her bachelor of science in Public Health from the University of North Carolina at Chapel Hill. She is currently completing a PhD at Virginia Tech University.