

Facilitator Bios

Michael (Mike) J. Feinson

Mike has helped organizations – from hospitals to technology companies – to hire exceptional performers, maximize the talent of their workforce, and implement new ways to boost performance. He specializes in using Appreciative Inquiry, an approach to change that generates solutions to challenges by identifying and amplifying successes and best practices. Clients consistently refer to Mike’s exceptional facilitation skills and his ability to blend insightful management theory with practical application and results. Prior to joining IPI, Mike founded a consulting business, worked as a performance consultant for Nextel Communications, and for Starbucks Coffee he helped launch the company’s East Coast operations. He is a faculty member of the American Management Association. Mike earned his BA in human resources from American University and his MBA in organization development from Boston University. In his free time he enjoys running in Rock Creek Park, traveling and cooking. He lives with his wife and their two children in Bethesda, MD.

Bernard J. Mohr

Bernard is a pioneer in the field of Appreciative Inquiry, specializing in the creation of cultures, structures and systems that are economically sustainable and worthy of commitment from their employees and communities. A frequent keynote speaker who has written four books and numerous articles on organizational change, he completed his studies in psychology (Waterloo), organization development (Toronto) and organization design (Columbia). Representative clients include AT&T, British Airways, BP, CBC, Coca Cola, Domtar/Georgia Pacific, Exxon, GlaxoSmithKline, Hannaford/Delhaize, Internal Revenue Service, LL Bean, National Defense/Canada, Newark Beth Israel Medical Center, Novo Nordisk, Pearson Peacekeeping Centre and the University of Maine System. A member of the Taos Institute advisory board and a senior faculty in Complex Systems Change at NTL Institute, he has also taught at the Universities of Ottawa, Concordia, Dayton and Cornell, as well as the Canadian Centre For Management Development, and the Danish Center for Management. He resides in Portland, Maine, with his wife Karen and their two children, Alexandra and Joshua.

Speaker Bios

Paula Berezin

Paula Berezin is a recognized leader in the nonprofit sector with an unparalleled track record creating value and measurable impact through innovative strategic partnerships worldwide. Since founding Social Capital, Berezin has served as chief strategist to blue-chip social causes including American Red Cross, America's Second Harvest—The Nation's Food Bank Network, KaBOOM!, Special Olympics, StoryCorps, Susan G. Komen for the Cure, United Way of America, United States Fund for UNICEF, USO and Women's Sports Foundation. Prior to forming Social Capital, Berezin established and served as President of IEG Consulting, a leading sponsorship consultancy, for 12 years. Berezin also served as Executive Director of two national, nonprofit Olympic Governing Bodies: The United States Rowing Association and United States Synchronized Swimming. Prior to that, Berezin worked at PepsiCo in the sports marketing department. She also has served on many nonprofit boards of trustees including the Women's Sports Foundation and FISA, the international Olympic rowing federation. Berezin earned her B.A. in marketing from Indiana University's School of Business.

Jennifer Patterson

Jennifer Patterson has more than 14 years of experience in managing integrated social marketing campaigns and health communications for non-profits and government agencies, including her current work on the award winning Heart Truth® Campaign. As a vice president at Ogilvy Public Relations Worldwide, she specializes in strategic planning, event planning and execution, media relations, and corporate and nonprofit partnership development. She has worked with clients such as the National Eye Institute, National Heart, Lung, and Blood Institute, Centers for Disease Control and Prevention (CDC), Centers for Medicaid & Medicare Services (CMS), Department of Homeland Security, and the Epilepsy Foundation and developed strategic partnerships with corporations including Coca-Cola, Johnson & Johnson, Celestial Seasonings, General Mills, and the Campbell Soup Company. Jennifer earned a BA in English and Psychology from Syracuse University and currently lives in Washington, DC.

Emily Yu

Emily is a specialized communicator in the field of social marketing with a focus on partnerships development, social media planning, event planning, and materials creation. She holds years of experience in identifying, developing, and executing campaign programs involving government, non-profit, and corporate entities. Through her work at Ogilvy Public Relations Worldwide, Emily has supported the creation of dozens of unique partner programs to help further the goals and messages of various health initiatives, including the award winning Heart Truth® Campaign. Partner groups with which Emily has worked, include: Johnson & Johnson, Swarovski, L'eggs, Sara Lee, and Snyder's of Hanover. These various consumer programs have resulted in the creation of advertisements, Web micro-sites, on-pack designs, in-store displays and other promotional tools. Emily's clients have included NIH's National Eye Institute and National Heart, Lung, and Blood Institute, the Centers for Disease Control and Prevention (CDC), and American Association of Blood Banks, in addition to other government and non-profit entities. Emily earned her BS from Georgetown University and resides in Washington, DC.