



## GEORGEANN PIZZI

Partner

### Professional Experience

As one of MassMedia Health's chief marketing strategists, Georgeann spearheads strategic planning initiatives for a number of clients, ensuring collaboration across the agency's disciplines to deliver meaningful insights and integrated campaigns that drive business results. Georgeann has extensive experience focused on brand growth and patient acquisition initiatives for independent physician groups, specialty practices and nonprofit organizations. Her leadership has helped shape numerous award-winning marketing and communications campaigns for local, regional and national healthcare companies.

Georgeann's dedication goes far beyond her clients. She leads MassMedia's team of directors and works with them to continuously expand the firm's capabilities and industry knowledge. She is focused on keeping the agency at the forefront of emerging trends and technology to bring new and innovative marketing solutions to MassMedia's clients.

Prior to joining MassMedia in 2009, Georgeann held several positions in the gaming and hospitality industry. She was on the brand marketing team that opened and launched the M Resort Spa Casino and worked for Golden Gaming Entertainment, Nevada's largest gaming tavern operator and slot route.

### Education

- B.S., Business Marketing, University of Nevada, Reno, 2005

### Previous and Current Client List

- Davita Medical Group
- HealthCare Partners
- Iora Primary Care
- HCA Far West Division
- Sunrise Health
- Healthsouth
- United Blood Services
- Desert Radiology
- Volunteers in Medicine
- Nevada Division of Insurance
- Miracle Flights

### Awards and Recognition

- 40 Under 40, VEGAS INC
- Advertising Executive of the Year, Las Vegas Business Press
- ADDY Awards, American Advertising Federation
- Pinnacle Awards, Public Relations Society of America
- Bronze Quill Award, International Association of Business Communicators
- Newcomer of the Year, Public Relations Society of America