



## NEWS RELEASE

(For immediate release)

### **Mark Poindexter named recipient of the Heart of HERO Award**

*Award recognizes individuals whose leadership inspires others to embrace change and improve their health and quality of life*

**WACONIA, MN (September 13, 2017)** — HERO (the [Health Enhancement Research Organization](#)) announced today that Mark Poindexter, US wellness manager for [Shell Oil](#), has been named the recipient of the 2017 [Heart of HERO Award](#).

The Heart of HERO Award recognizes an individual whose leadership inspires others to embrace changes to their health habits and turn ideas into actionable plans. Heart of HERO honorees are active in industry groups, and create programs and practices with measurable impact. The award is one of the HERO Workplace Health and Well-Being Awards given annually at the [HERO Forum](#) to honor dedication and commitment to the well-being industry, and to acknowledge the outstanding achievements of leaders in the field.

During his more than 30-year career, Poindexter has pioneered corporate wellness programs at organizations including Texas Instruments, The Houstonian, Brown & Root/Halliburton, and Shell. He specializes in wellness plan strategy, employee incentives, and program evaluation.

“Mark has made a career of creating impactful programs that help people live healthier lives. He recognized early on that comprehensive workplace programs can have a positive impact far beyond the office walls,” said [Paul Terry](#), president and CEO of HERO. “Mark’s goal is not just to help people be healthier, but to help them thrive in all aspects of well-being. He has a remarkable record of getting employees engaged and he continues to design innovative programs that help people live healthier, more productive lives.”

Poindexter’s successful formula includes garnering leadership support, developing programs relevant to the business, and building peer support for corporate objectives. His primary focus in 2017 was on using positive psychology models to build personal and team resilience. His efforts so far have led to increased productivity, greater engagement, and lower safety incidences.

“I’m honored to receive this award because inspiring employees to make real, meaningful change in their lives will not only contribute to an organization’s overall program outcomes, it can also influence engagement and productivity in the workplace,” said Poindexter. “Like HERO, I believe that good health is not just a numbers game. There are many facets to overall health and well-being and we can accomplish great things by helping people address all avenues of their lives.”

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For more information:

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**About HERO** – Based in Waconia, MN, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families and communities. To learn more, visit [www.hero-health.org](http://www.hero-health.org). Follow us on [Twitter](#) @heroehm or [LinkedIn](#).