



NEWS RELEASE

(For immediate release)

## **HERO announces new positions & titles for team members**

RALEIGH, NC (April 22, 2022) — The Health Enhancement Research Organization ([HERO](#)) has announced that three team members have been appointed new roles and titles.

**Pat Rohner is now the Director of Development.** She has been with HERO for more than 23 years. Formerly the Director of Marketing, Pat has had varied responsibilities over her tenure with HERO, such as managing the HERO Forum and the HERO Health and Well-being Best Practices Scorecard in Collaboration with Mercer© (HERO Scorecard). She also helped create and manage the HERO Scorecard Preferred Provider Network. Prior to joining HERO, Pat spent a decade as the Director of AVR Design, serving multiple industry clients including HERO as a web designer and special projects. She worked with the American Journal of Health Promotion as the Director of Marketing. Pat has her MBA from the University of Phoenix and a BS from Boston University. She is an avid swimmer who still competes in Masters swimming and open water racing. Pat likes to keep a bicycle “peddler” at her desk to ensure she gets some activity in even when tied to her computer.

**Emily Wolfe, MSW, LCSW is now HERO’s Director of Learning Experience.** Prior to this promotion, Emily was the HERO committee manager providing leadership and project management for HERO committees and the various projects that the committees produce. In addition to committee project management, Emily supports HERO’s Senior Fellow in planning HERO Think Tank meetings. She is a Licensed Clinical Social Worker and received her master’s degree in social work from UNC-Chapel Hill with a concentration in adult mental health. She has experience working in hospital settings, including oncology and clinical care management, employee worksite wellness programming, transitional community housing, and private mental health practice. Emily has a strong interest in the intersection of workplace culture and employee mental health, and the unique health and well-being needs of lower-wage earners. On a personal note, she lives in North Carolina and enjoys spending time outdoors, listening to music and keeping fit, attending classes at her local YMCA. She and her husband have two young sons.

**Ariane Mistral is now HERO’s Director of Education & Events.** Ariane was the HERO Project Coordinator for the past four (4) years managing logistics for the educational programs, including the annual Forum, member Think Tank meetings and monthly webinars. Ariane comes from a background of organizing programs supporting the entrepreneurial community in the Twin Cities through working with the Collaborative. She has a BA in French from the College of St. Benedict and is working on a screenwriting degree in her spare time. She has participated in

several local contests and festivals, including the Speechless Film Festival at Bethany Luther College, Z-Fest and the 48-hour Film Project. Ariane and her husband live in Minneapolis.

Pat, Emily and Ariane will continue to work with the rest of the HERO Team:

- Karen Moseley, President & CEO
- Paul Terry, PhD, Senior Fellow
- Sara Johnson, PhD, Senior Research Fellow
- Crystle Helderman, MS, Director of Communication
- Mary Imboden, PhD, Director of Research

For complete biographies and photos of the HERO Team, please visit <https://hero-health.org/about/meet-our-team/>

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About HERO – Based in Raleigh, NC, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1997. 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](https://twitter.com/heroehm), [Facebook](https://www.facebook.com/heroehm), or [LinkedIn](https://www.linkedin.com/company/heroehm).