



NEWS RELEASE

(For immediate release)

HERO elects Karen Moseley as President

Health and well-being organization continues commitment to industry collaboration, leading-edge research, and advancing population health best practices

WACONIA, MN (January 2, 2018) — The Health Enhancement Research Organization ([HERO](#)) announced today that its Board of Directors has elected Karen Moseley as HERO's next President. Moseley assumed the position from Paul Terry, Ph.D., on January 1, 2019.

Prior to being chosen as the next leader of HERO, Moseley served as the organization's Vice President of Education and Director of Operations. In these positions, she was instrumental in growing HERO membership, increasing member engagement, and continuously improving educational programming. According to Terry, Moseley brings fresh and visionary leadership to the health and well-being field.

"I've never worked with a more capable business leader than Karen," said Terry. "Her readiness to lead HERO lends to the sustainability of significant relationships that she and I and the HERO team have established over the years with HERO members. I know that Karen's stepping into the President's role will absolutely delight our many national partners and stakeholders who share our passion for health and well-being for all."

Prior to her role at HERO, Moseley held leadership positions in several other non-profit organizations including as Director of Research for the Population Health Alliance. Moseley holds a degree in Business Administration from the University of North Carolina, Chapel Hill.

Moseley succeeds Terry, who will transition to the role of Senior Fellow with HERO. This position allows Terry to advise on educational content that HERO produces for the annual HERO Forum, members-only Think Tank meetings, and webinars, while also serving as editor of the *American Journal of Health Promotion* and pursuing personal interests. Terry will report directly to Moseley.

"I couldn't be more excited to continue working with the exceptional team at HERO and our dedicated member organizations as we collectively work to make health and well-being a reality for workplaces, communities and individuals everywhere," said Moseley. "We are fortunate that we will continue to draw upon Paul for his research expertise and visionary thought leadership as we evolve and grow the organization in the coming years."

The HERO succession planning process was led by Board Vice Chair Anita Shaughnessy, who is Vice President of Health and Well-being at Wells Fargo.

“Our succession plan involved a full year process that included consideration of an external national search, which we soon decided against given how strong Karen presented as an internal candidate,” said Shaughnessy. “The HERO Board enthusiastically agreed with an external assessment that featured Karen’s exemplary ability to lead teams, her process orientation and her focus, drive and mental discipline. We are confident in her ability to lead and grow the organization.”

According to Shaughnessy, the HERO Board also recognized Moseley’s demonstrated commitment to HERO’s vision and mission and her established success as a leader who offers vital continuity for the organization.

The inauguration ceremony for Moseley will occur at HERO’s members-only Think Tank in San Antonio, Texas, February 12-13, 2019.

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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 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. Follow us on [Twitter](https://twitter.com/heroehm) @heroehm, [Facebook](https://www.facebook.com/heroehm), or [LinkedIn](https://www.linkedin.com/company/heroehm).