

**SUBJECT:** Leading Change: Perspectives from Outside of Medicine Conversation Series Nov 19th at 5 p.m. via Zoom

*To the school of medicine community*

Dear Colleagues,

We are proud to present our next installment of the **Leading Change: Perspectives from Outside of Medicine** Conversation Series 2024-2025 on Tuesday, November 19, 2024 at 5 p.m. via Zoom.

Please join us, in welcoming **Shenan Reed, Global Chief Media Officer at General Motors on Tuesday, November 19, 2024 at 5:00pm via Zoom.** (Zoom link below). Shenan will present a lecture entitled, “Matching the Message to the Audience-Understanding What Your Customer Needs to Hear”. A Q & A session will follow the lecture.

The goal of the series is to help us think about ways to improve the patient experience at Johns Hopkins by learning from experts in other fields and disciplines.

**Informational Link:** [\(28\) Shenan Reed | LinkedIn](#)

**Registration Link:** <https://forms.microsoft.com/r/sLRsJ31ZPt>

**Zoom Link:** Please click the link below to join the webinar:

<https://jhjhm.zoom.us/j/96921840862?pwd=izkkOeI6sFf7gXzo91Vcnq1Eu8fDCQ.1>

Passcode: 661500

The lectures are open to all members of the Johns Hopkins community. In order to allow for an open exchange between the speaker and the audience, we will not record for rebroadcast the lecture.

Future Speakers:

Speaker Series 2024-2025		
Date	Speaker	Title
10/24/2024	Caryn Seidman Becker	Chair, CEO and Co-Founder of Clear
11/19/2024	Shenan Reed	Global Chief Media Officer for GM
12/5/2024	Jenny Abramson	Founder and Managing Partner at Rethink Impact, LP
1/9/2025	Tina Wells	Founder, Wellspring Studio

**Elliot K. Fishman M.D.**

**Elliot K. Fishman Professorship in Radiology**

**Professor of Radiology, Surgery, Urology and Oncology**

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