

SUBJECT: Leading Change: Perspectives from Outside of Medicine Conversation Series Feb. 6th 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 2025** on Thursday, February 6, 2025 at 5 p.m. via Zoom.

Please join us, in welcoming **Geoff Schiller, Chief Revenue Officer, Vox Media on Thursday, February 6, 2025 at 5:00pm. This event will be held via Zoom. (Zoom link below)** Geoff will present a lecture entitled, “Creating a Consumer (vs a client) Mindset: How psychology applies to advertising sales”. 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: [Geoff Schiller](#)  | [LinkedIn](#)

Registration Link: <https://forms.microsoft.com/Pages/ResponsePage.aspx?id=OPSkn-axO0eAP4b4rt8N7LV2izDLh6xIjlvkrJ9OiLZUOUZFSTBFSDVBNjgyS0NUMTgwVUFZN1dNNi4u>

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

<https://jhjhm.zoom.us/j/97317155510?pwd=eHgpcBNNvNz0syBN9N7ZlOlacWEPnH.1>

Passcode:694722

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				
Day	Date	Speaker	Title	Talk Title
Thursday	2/6/2025	Geoff Schiller	Chief Revenue Officer, Vox Media	“Creating a Consumer (vs a client) Mindset: How psychology applies to advertising sales”
Wednesday	3/19/2025	Jack Smith		
Thursday	4/17/2025	Kimberly Powell		
	TBA - May 2025	Kurt Herzer		

Elliot K. Fishman, M.D.
Professor of Radiology, Surgery, Urology and Oncology
The Johns Hopkins Hospital

