

We are proud to present our next installment of
Leading Change: Perspectives from Outside of Medicine
"Conversation Series 2021"

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

Please join us, in welcoming **Jason Kravitz, Global Director of Communications for Microsoft Philanthropies** and **Juan M. Lavista Ferres, General Manager and Lab Director of the Microsoft AI for Good Research Lab** on **Tuesday, May 4, 2021 at 5:00pm via Zoom**. (Zoom link below) Jason and Juan will present a lecture entitled **"AI for the Common Good"**. A Q & A session will follow the lecture.



Jason has a 20-year track record of providing strategic communications counsel to U.S. senators, cabinet secretaries and technology, healthcare, and higher education leaders. He oversees communications for Microsoft's global philanthropic efforts, which includes more than \$2 billion/year in cash and technology. In his career, Jason has taken on some of the toughest challenges at the local, national and global levels including childhood blindness in El Salvador, ending homelessness in the United States, combating women's heart disease, and protecting homeowners from the abuses of mortgage servicers.

Previously, Jason oversaw communications for Johns Hopkins President Ronald Daniels and helped reshape the local and global conversation around the institution's role in Baltimore. Prior to arriving at Johns Hopkins, he worked at a DC advertising and public relations firm where he provided strategic counsel to some of the world's largest philanthropic foundations and to federal agencies, governors and trade associations. Jason served in the Obama administration for four years as a senior communications advisor to HUD Secretary Shaun Donovan and led the communications and legislative affairs for the Obama administration's initiative to end homelessness. He used his versatile background to support field and communications efforts on multiple political and issue campaigns, including the John Kerry and Barack Obama presidential campaigns, Montana Democratic Senator Jon Tester's campaign, a statewide campaign in California to pass clean energy legislation and a successful referendum in the Republic of Ireland to pass the Treaty of Nice. Jason's previous experience in Washington includes work in foreign policy and communications for Senators Paul Sarbanes and Edward Kennedy, as well as the Peace Corps.

Jason graduated from Northeastern University and earned his Master of Science-Public Policy and Administration from the London School of Economics.



Juan M. Lavista Ferres is the General Manager and Lab Director of the Microsoft AI for Good Research Lab, where he works with a team of data scientists and researchers in AI, Machine Learning and statistical modeling, working across Microsoft AI for Good efforts. This work includes projects in [AI For Earth](#), [AI for Humanitarian Action](#), [AI For Accessibility](#) and [AI For Health](#).

Juan [launched Microsoft's efforts related to combat SIDS](#) (sudden infant death syndrome), and his work has been published in top academic Journals including [Pediatrics](#). His work has been covered in [New York Times](#), [CNN](#), and [USAToday](#).

Before joining Microsoft, Juan was the CTO and co-founder of [alerts.com](#). Previously, he spent six years in Washington working at the InterAmerican Development Bank applying data science to understand the impact of programs for reducing poverty and inequality in Latin America and the Caribbean. Juan has two computer science degrees from the Catholic University in Uruguay, and a graduate degree in Data Mining and Machine Learning from Johns Hopkins University.

Informational Links: [\(34\) Jason Kravitz | LinkedIn](#)
[\(34\) Lavista, Juan Miguel | LinkedIn](#)

Registration Doodle Poll: https://doodle.com/poll/th7gdxes6aaevm4a?utm_source=poll&utm_medium=link



The lectures are open to all members of the Hopkins community and we look forward to seeing you there. In order to allow for an open exchange between the speaker and the audience we will not record or rebroadcast the lecture.

Elliot K. Fishman M.D.

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Professor of Radiology, Surgery, Urology and Oncology

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Please click the link below to join the webinar:

<https://jhjhm.zoom.us/j/93102853995?pwd=YlpRRVlzbGRucVFJRjZTcGhLNkxqdz09>

Passcode: 936907

