



**HEALTHY MINDS INNOVATIONS, INC**  
**NAMES**  
**PEGGY PANOSH**  
**CHIEF EXECUTIVE OFFICER**

**Madison, WI, May 11, 2021**– William James and Vilas Professor of Psychology and Psychiatry and Founder of the Center for Healthy Minds at the University of Wisconsin-Madison, [Dr. Richard J. Davidson](#), has announced the appointment of **Peggy Panosh** to Chief Executive Officer of Healthy Minds Innovations (HMI), the nonprofit affiliated with the Center, effective May 3, 2021. She will be responsible for leading the strategy, operations, financial management, philanthropy and mission-aligned business opportunities and collaborations for the organization. Ms. Panosh will report directly to the HMI Board of Directors and work closely with Dr. Davidson.

“The past year has brought growth and expansion for Healthy Minds Innovations, including the launch of multiple product offerings like the freely available Healthy Minds Program app. Peggy brings a wealth of wisdom in operationalizing ideas at scale, intelligent experimentation and creative confidence with discipline, accountability with a reverence for values and purpose that will be highly valuable for this next phase of the organization. I personally am so excited to work with her and look forward to innovating and relieving suffering at scale.” said Dr. Davidson.

“I am truly honored and thrilled to join Dr. Davidson, the Board of Directors and the talented HMI team of scientists and innovators in their work to achieve a vision of a kinder, wiser, more compassionate world. I am inspired by its mission and its work to reduce suffering across the world. This is an excellent opportunity to combine my passion for purpose-driven work and HMI’s vision, especially at this time when the world needs it most.” said Panosh.

After an extensive search led by the HMI board, Panosh was hired to bring to the organization a wealth of experience and expertise. A native of Wisconsin and a University of Wisconsin graduate, Panosh returns to Madison after three decades of leadership positions with global personalities and brands based in New York and Chicago. She most recently was the Head of Marketing and Development for *WW presents Oprah’s 2020 Vision Your Life in Focus* sold-out arena tour and *Oprah’s A Vision Forward* live global virtual experience. She has also served as the SVP of Marketing and Affiliate Operations for *The Oprah Winfrey Show/Harpo Studios* and SVP Marketing and Business Development for *OWN: Oprah Winfrey Network* where she co-created the *Oprah + Deepak Meditation Experience Series* and e-course experiences with Brene Brown and Arianna Huffington. In her early career, Panosh served as SVP Marketing at Westwood One, CBS Radio Corp and Marketing Director of Infinity Broadcasting’s flagship WXRK radio.

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**About Healthy Minds Innovations, Inc.** Healthy Minds Innovations, Inc. (HMI) was founded in 2014 by world-renowned neuroscientist Dr. Richard Davidson. HMI is a [nonprofit](#) affiliated with the [Center for Healthy Minds at the University of Wisconsin-Madison](#) driven by a mission to translate science into tools to cultivate and measure well-being. HMI takes the discoveries and insights gleaned from the Center’s research and translates them into tools that help people around the world build skills of well-being.

# healthyminds innovations<sup>®</sup>

HMI has three major [product offerings](#), the freely available [Healthy Minds Program app](#) , the workplace well-being program [Healthy Minds @Work](#), and public courses like the [Healthy Minds MasterClass](#). All of these offerings are made possible in some way thanks to the generosity of donors and are based on the [Healthy Minds Framework for Well-Being](#).

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*Interviews and head shot available upon request*