



**Shawn Gross** is the Digital Transformation lead for ReviveHealth.

Previously, he was the head of digital marketing at Massachusetts General Hospital and Tufts Medical Center where he led website redesign initiatives, content marketing and digital advertising programs.

Today, Shawn works with health care organizations to develop their digital marketing strategies, integrated marketing campaigns, website redesigns, and — his real passion — transformative digital solutions that bridge marketing and operations providing remarkable customer experiences, build long-term loyalty and improve patient outcomes.

**Shawn Gross**

### Speech Topics

- Technology
- Marketing