



**Victor J. Strecher, Ph.D., M.P.H.**

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Victor (Vic) Strecher is a visionary leader and expert in the fields of behavior change, digital communication, and well-being. His pioneering research led to successful ventures, reaching millions of lives. He's the founder and CEO of Kumanu, Inc., a next-generation well-being company; a professor at the University of Michigan School of Public Health; and a renowned researcher, educator, speaker, and author. In 1995, Vic founded the UM Center for Health Communications Research, studying the future of digitally tailored health communications when fewer than 15% of Americans had internet access. In 1997, he founded HealthMedia, a digital health coaching company that reached over 55 million people and was sold to Johnson & Johnson in 2010. More recently, Vic created Kumanu (Maori for "nourish" and "cherish"), Inc., a digital platform designed to help individuals live more intentionally and purposefully. Vic and the organizations he founded have won numerous national and international awards, including two Smithsonian Awards, the Health Evolution Partners Innovations in Healthcare Award, and the National Business Coalition on Health's Mercury Award. In 2010, he was named the Innovator of the Year at the University of Michigan while also being recognized for Excellence in Translating Research into Practice. Vic also served as the only behavioral scientist on the National Cancer Institute's Scientific Advisory Board under Nobel Laureate Harold Varmus. His 2009 TedMed presentation has been cited by MPHonline as one of the "Top 10 Ted Talks on Public Health." In 2020, his free, online course "Finding Purpose and Meaning in Life" was rated the fourth best online course in the world by *Inc. Magazine* and currently has nearly a quarter-million enrollees. His behavioral, neuroscience, and epigenetic research; two books (*Life on Purpose* and the graphic novel *On Purpose*); four Ted talks; two massive, open online courses; and Purposeful—his smartphone and web application—are all focused on the importance of developing and maintaining strong core values, intentionality, and purpose in life.