



David W. Ballard, PsyD, MBA

*Assistant Executive Director
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Dr. Ballard currently serves as Assistant Executive Director for Marketing and Business Development at the American Psychological Association and the APA Practice Organization. In this capacity, he designs and directs efforts related to health and well-being in the workplace, works to enhance psychology's position in the marketplace, provides research and development and strategic consultation to further the Practice Directorate's marketplace agenda and oversees the development of resources to help psychologists build, manage, market and diversify their practices.

Dr. Ballard spearheads the Psychologically Healthy Workplace Program (PHWP), a collaborative effort between the American Psychological Association and the APA Practice Organization, designed to help employers create a workplace culture that promotes employee well-being and organizational performance.

The PHWP includes APA's Psychologically Healthy Workplace Awards, a variety of APA Practice Organization resources, including PHWP Web content, e-newsletter, podcast and blog, and support of local programs currently implemented by 56 state, provincial and territorial psychological associations as a mechanism for driving grassroots change in local business communities. Collectively, these associations have honored more than 450 organizations across North America.

Dr. Ballard has provided research and consultation services to government agencies, medical schools, and universities in the areas of public health, prevention, and health care finance and has experience in management, marketing, and consumer research. He is currently on the Board of Directors of the Health Enhancement Research Organization and The Health Project / C. Everett Koop National Health Awards and serves on the National Business Group on Health's Workplace Emotional Wellness Advisory Board and the Mayo Clinic Center for Social Media Advisory Board.

A frequently requested speaker, Dr. Ballard regularly addresses professional audiences throughout the U.S. and Canada. He has been interviewed for print, radio and television by sources including *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Newsweek* and *Forbes.com*.

Dr. Ballard received his doctorate in Clinical Psychology and his MBA in Health and Medical Services Administration from Widener University, where he completed concentrations in organizational and forensic psychology.