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New England Society for Healthcare Communications Elects Lou Davis to Board of Directors

Nov. 8, 2006, Rowley, Mass.— The New England Society for Healthcare Communications (NESHCo) has elected **Lou Davis**, Vice President of Market Street Research (MSR), to represent western Massachusetts on the Society's Board of Directors.

Davis has been with MSR (www.marketstreetresearch.com) since 2003 and is currently responsible for all marketing and business development efforts for the 28 year old, Northampton-based firm. MSR works extensively in the healthcare field, providing customized quantitative and qualitative marketing research services for hospitals and healthcare providers across the United States. MSR's healthcare clients include Massachusetts General Hospital, Cleveland Clinic, Johns Hopkins University Medicine and many other academic medical centers, community hospitals and health systems.

Previously, Davis worked as a sales and marketing consultant for Tortus Technologies in West Springfield, MA and prior to that, served as Vice President of Business Development and Client Services for BountySystems, Inc., a NYC-based Internet start-up that he co-founded in 1999. Earlier in his career, Lou founded and ran an entertainment management company in NYC with former Blondie manager Peter Leeds. His education includes undergraduate studies at: the University of Massachusetts in Amherst, MA; the Culinary Institute of America in Hyde Park, NY; Parsons School of Design in NYC; and Berklee College of Music in Boston, MA. Davis also serves on the board of directors of the American Banking Association's Marketing Network, New England Chapter (www.abamarketingne.com), as well as for the western Massachusetts-based accessible Online gaming company, All inPlay (www.allinplay.com).



About NESHCo

For four decades, NESHCo has served as the region's premier professional development organization for communication professionals working in the health care industry. The Society is composed of nearly 300 members throughout New England. To learn more, please visit www.neshco.org.

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