



David Hoke

After spending almost a decade at Walmart, where he led the development and delivery of multiple highly successful wellness programs, David joined Thrive Global as Chief Well-Being Officer. In this role, he supports the strategic planning process for clients big and small, develops and measures the impact of Thrive programming and continues to develop tactics that reach hard to reach populations.

David has spent the last 20+ years working with a variety of organizations focusing on measurably improving the health and wellbeing of the workforce. He has established programs at three Fortune 500 companies and has experience across the globe on how to measure and design for maximum business impact. David's history in the industry includes work with the University of Kentucky, Dupont and Lifebridge Health System. David serves as a Co-Chair of the Institute for Innovation in Workforce Well-being at the National Business Group on Health, serves on the Board of Health eVillages and was awarded the Health Value Award as Outstanding Benefit Professional in 2018 by the Validation Institute & World Health Care Congress.

### **From Here to There: How Investing in Workplace Well-Being can Change the Future of Work**

As the world of work evolves, business leaders and wellness professionals must work together to ensure employee well-being is a central part of every company's strategy. With over 30 years of experience working with global giants like Walmart and Yum!, as well as local health systems and supply chain companies, David Hoke, Chief Well-Being Officer at Thrive Global has seen the evolution of wellness from a benefit to a strategic imperative.

This evolution is creating challenges and opportunities for wellness professionals as we move the industry forward, from here to there. In this keynote session, you'll hear David's unique take on how the evolving well-being professional's role is critical to a culture of health, sustaining high performance, and changing the future of work.

#### LEARNING OBJECTIVES

- Learn how to design and transform employee well-being programs for max impact
- Learn how to measure the impact of a wellness strategy
- Discover novel approaches that drive engagement