

Geralyn Lasher

Deputy Director, External Relations and Communications Michigan Department of Health and Human Services

Geralyn Lasher is the deputy director for External Relations and Communications at the Michigan Department of Health and Human Services.

In that role, she manages relationships with the statewide business community, not-for-profit organizations, governmental entities, universities and other stakeholder groups crucial to the department. She is lead liaison with major partners to blend cultures and opportunities for new endeavors, policy development, research and joint ventures. Lasher also directs the overall communication and marketing programs for the department.

Previously, she served in a similar capacity for the former Michigan Department of Community Health (MDCH), and she also served as director of communications for Gov. Rick Snyder. In this role, she managed all communications activities for the governor and the administration and crafted proactive messaging and marketing for numerous policy issues that were introduced.

Lasher's other positions have included serving as director of the Infrastructure Services Division for MDCH, in which she was responsible for strategic planning of all media buys and oversaw publications and internet technologies. In addition, she was director of the Communications, Training and Performance Support Division at MDCH, director of communications for MDCH, press secretary for the Senate Majority Leader and deputy press secretary in the Office of the Governor.

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