



Julie Hentz, MPH

Current Chair, Communication Committee

Julie Hentz has been volunteering for iSMA for 7 years, the last 3 of which she has served as the Communication Chair at iSMA, managing a team of social marketing writers, social media gurus, web designers, and bloggers who are all committed to the advancement of iSMA and social marketing practice in general.

Current communication achievements by Ms. Hentz and her team for iSMA include the April 2020 rollout of a new website, involving content development, design, and implementation. She established a team of social marketing bloggers from around the world representing 6 countries including Tbilisi, Georgia, Dublin, Ireland, and Cape Town, South Africa. Social media activity has increased markedly with the current team of dedicated social media support and identifying the channel as a priority. She and her team also produce a bi-monthly newsletter and regularly collect metrics. A survey of members was produced as metrics/research in 2019. Ms. Hentz is committed to moving iSMA to a more representative international organization that promotes social marketing practice in all sectors, while recognizing the individual character and supporting the needs of the regional organizations.

Ms. Hentz is Director of Social Issue Marketing at IQ Solutions where she has worked across programs. Her 30-year background in public health marketing and communications includes work with JWalter Thompson on Ford and Orkin accounts. She owned AdGraphx Advertising for over 10 years, serving a variety of clients from Mayo Clinic to the Centers for Disease Control (CDC), from Universal Studios to Texaco Oil Company. Ms. Hentz worked at the Centers for Disease Control and Prevention's National Center on Birth Defects and Developmental Disabilities (NCBDDD) as a Health Marketer for 11 years

Ms. Hentz's Social Marketing work has involved research and framework design for Community Gardens in New Mexico's native communities. She has worked with the New Mexico Department of Health to develop a social marketing framework to address behaviors contributing to mortality rates of greater than twice the national average within the Navajo, over 65 population from flu and pneumonia in San Juan and McKinley Counties.

Ms. Hentz earned a Masters of Public Health with a concentration in Social Marketing and Maternal Child Health from the University of South Florida (USF) as well as a Graduate Certificate in Social Marketing from USF. She also holds an Associates Degree in Communication and a BA in English Literature and Creative Writing, and a BFA in Fine Art from Indiana University.