



Vlad Gyster

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Mr. Gyster is the co-founder and CEO of H.Engage, specializing in using consumer technologies to engage people in workplace programs and processes. Prior to starting H.Engage, he spent five years with Towers Watson, where he co-founded and led the social media practice, helped Fortune 1000 companies adopt emerging technologies, helped develop prepaid products related to wellness and health care reform, and assisted with human resource and marketing function organizational transformations. Mr. Gyster is a frequent speaker, has been published in the *International Association for Human Resource Information Management* and cited by Melcrum. He is a graduate of the University of Connecticut School of Business.