Dr. Joe Smyser is the CEO of PGP (The Public Good Projects) a public health nonprofit that designs and implements large-scale vaccine demand programs, and the Publisher of PGN, PGP’s nonprofit health newswire service. Under Dr. Smyser's leadership, PGP designs and manages Kaiser Permanente's seasonal flu campaign for minority communities. These campaigns have increased vaccination rates and reduced measures of vaccine hesitancy. Additionally, in 2019 PGP created the nation's largest vaccine misinformation monitoring program, Project VCTR, used by over 600 health organizations. In 2021, PGP partnered with UNICEF to create the Vaccination Demand Observatory, establishing social listening programs in all UNICEF countries. Finally, PGP manages the largest networks of US-based health care providers active on social media, educating and informing the public every day in both English and Spanish.  
  
Dr. Smyser received his Masters in Science in Public Health from San Diego State, his PhD in Public Health from University of California San Diego's School of Medicine, and performed his post-doctoral training at the CDC. He is a member of the Forbes Nonprofit Council as well as multiple additional expert groups.