

Neil Conway

Neil Conway is the Executive Vice-President of Living Free Health & Fitness (LFHF). He also edited the book *Rebalancing the Addictive Mind: Beating Addiction with Exercise and Nutrition* (Amazon.com), written by LFHF President Shelley Poerio.

A film/video producer and writer based in Washington D.C., Neil's recent credits include associate-producer for "562," an independent feature film for Blue Artists Films, and writer/producer for a series of videos for the U.S. Department of Veterans Affairs and the Horizon Foundation of Howard County, MD. He frequently works on a contractor basis with SalterMitchell, a social-marketing agency based in Alexandria, VA and Tallahassee, Florida.

A former advertising and public-relations executive and writer with extensive marketing experience, Neil has created and directed campaigns for Lederle Laboratories, Vicks Oral Health Group, Condé Nast Publications, Pinehurst Hotel and Resort and other major clients in the health-care, publishing, travel, music and hi-tech industries.

He was one of the founding staff members of the now nationally prominent marketing and communications agency Giles Communications. As chief writer, account supervisor and publicist, he represented The National Association of Music Merchants (NAMM), Yamaha Corporation of America, music producers Tom Jung and Patrick Leonard, the new-age jazz group Yellowjackets, country musician Tracy Lawrence, and guitarist Chuck Loeb. Neil also was on the team that created and launched the largest campaign for music education in U.S. history, with spokespersons that included Quincy Jones and Wynton Marsalis.

As a freelance writer, Neil has written and edited for *Westchester Spotlight* magazine, *Rudy Maxa's Traveler*, *Audio* magazine, *Indie Slate* magazine and The Teaching Company. His screenplay, "One Week Only," was a finalist (top 10 of 1000 submissions) in the 2013 Industry Insider Screenwriting Contest.

Neil is also currently an instructor at The George Washington University School of Medicine and Health Sciences, where he teaches physical diagnosis to first-year medical students in the evenings. He has an M.A. in film and video producing from American University, Washington, D.C.; an M.A. in journalism from the University of Maryland, College Park; and a B.A. in economics from Stanford University.