

**Smyser, Joe**

Public Good Projects



Joe Smyser is Chief Executive Officer of the Public Good Projects (PGP), a nonprofit organization specializing in large-scale public health communication, media monitoring, and community engagement. He leads strategy and oversees partnerships with major health systems and global institutions, including UNICEF, numerous health ministries, and multiple industry groups. Smyser has more than two decades of experience developing public-private sector partnerships for public health. PGP serves as secretariat for multisector initiatives such as the Common Health Coalition and the Reaching the Last Mile Fund/NTD COP28 campaign. Smyser's work focuses on the intersection of health systems, information environments, and public trust, with a particular emphasis on infodemiology and social network analysis. Smyser holds a PhD, masters, and postdoc in public health and has advised executive leadership across North America and Europe on aligning institutional priorities with public health goals such as health security, equity, and global health financing.