



SUMMIT SPEAKER BIOGRAPHY



Brad Tritle
Executive Director, Arizona Health-e Connection

Brad Tritle, known as an initiator, innovator and leader both inside and outside of government, was chosen to be Executive Director of Arizona Health-e Connection in September 2007. Tritle's career has been a unique blend of strategic leadership at the nexus of technology and community/economic development, and international trade and investment, specifically with Japan.

For the past ten years, Mr. Tritle has been a leader in the electronic display (e.g., LCD) industry in Arizona, co-founding and chairing the SouthWest Chapter of The Society for Information Display (SID.org), consulting on technology development projects, and working for both U.S. and Japanese firms on research and development, manufacturing, and marketing projects.

For the State of Arizona, Mr. Tritle initiated and served in the positions of Japan Liaison and Asian Pacific Liaison, helping Arizona firms navigate the Asian markets and successfully attracting the investment of hundreds of millions of dollars by Japanese firms into Arizona. The Commerce Department later asked Tritle to initiate the position of Manager of Strategic Initiatives, where he successfully attracted investment from two German and multiple domestic firms, staffed the Arizona Space Commission, performed a unique site selection for a spaceport, and explored the connection between telecommunications and economic/community development.

After the Arizona Partnership for the New Economy completed its study in 2000, indicating telecommunications infrastructure was a primary building block for Arizona's future, the State CIO / GITA Director asked Tritle to initiate the position of Telecommunications Development Manager. In this position, Tritle shared the vision of a networked state with public and private sector leaders around Arizona, while also identifying the status of Arizona's existing network infrastructure and working across agencies and jurisdictions to launch community telecom assessments. Tritle was the primary author of a document entitled *Connecting Arizona: Ensuring Broadband Access for All*, which still continues to serve as a primary background document.

Tritle left State government in 2003 to once again work on a variety of private sector international and domestic technology programs, including coordination of electronics manufacturing for a limited run of special cellular phone displays for the Federal government, planning and implementation of the network supporting the City of Tempe's WiFi program, securing government and call center contracts for telecommunications firms, and a review of the value and quality of hosted Voice over IP services for a local startup.

In mid-2006, Tritle returned to the Arizona State CIO's office, also known as the Government Information Technology Agency, to initiate and administer the Rural Health Information Technology Adoption (RHITA) Grant program, and also to assist with the Arizona Health-e Connection and state web portal activities.