



Brad Tritle, CIPP
Executive Director
Arizona Health-e Connection

Brad Tritle was selected by a cross section of Arizona health care leaders to serve as Arizona Health-e Connection's (AzHeC's) first executive director in August of 2007. Prior to AzHeC, Tritle's career has been a unique blend of community leadership at the nexus of technology and economic development, combined with actual technology development and marketing efforts for both the private and public sectors.

Mr. Tritle has led private companies in technology and business development - from LCD projection to telecommunications networks and software applications. His experience ranges from serving as president of an Arizona startup firm to running specific technology and business development efforts for both U.S. and Japanese firms. He has also worked twice in the office of the Arizona State CIO - first leading Arizona's broadband policy efforts and secondly on Health Information Technology and Exchange and state web portal initiatives.

In the 1990's, much of Mr. Tritle's career was focused on international activity, ranging from promotion of Arizona products for export to Asia, to developing and managing international partnerships and projects, and marketing Arizona as a location for foreign direct investment - successfully attracting projects worth hundreds of millions of dollars, which subsequently employed hundreds of Arizonans.

Mr. Tritle holds a B.A. with Honors in Asian Languages, and an Asian Studies Certificate from Arizona State University. He is one of fourteen Certified Information Privacy Professionals in Arizona, a certification awarded by the International Association of Privacy Professionals.