



Beryt Nisenson
Active Imagination
Principal & Chief Storyteller
Healthcare Marketing and Branding Expert

Beryt Nisenson is a strategic marketing expert and branding consultant in the healthcare field. With more than 14 years of experience, Beryt is known for her ability to communicate a client's brand message clearly to the target audience using a variety of written and visual media.

After graduating from University of Texas with a degree in broadcast journalism, Beryt began her career as a video producer. Beryt's production portfolio includes broadcast television specials, product launches, corporate identity pieces, documericals, video news releases, motivational programs, training videos and satellite broadcasts, along with promotional programs of all kinds. To date Beryt has earned a total of four Emmy Awards, as well as numerous Telly Awards and Healthcare Marketing Awards and was named a finalist in the Freddie Awards.

Beryt primarily works with clients in the healthcare industry where she translates her experience in storytelling through television and video into successful strategic marketing campaigns. Through Active Imagination's unique BrandStory process Beryt uses archetypal storytelling to capture the essence of a client's brand to be conveyed to the consumer. Some of her client work includes: St. Luke's Episcopal Hospital, Memorial Hermann Healthcare System, Texas Children's Hospital, Global Healthcare Alliance, University of Texas Medical Branch and U.S. Physical Therapy.

Beryt is also an expert in working with sports teams and their healthcare sponsors to create innovative cross-marketing strategies that create highly productive results for both the team and the sponsor. She was instrumental in the creative concept and strategy for the Memorial Hermann Health System kiosk, which was part of the organization's sponsorship with the Houston Rockets. The interactive kiosk allowed Memorial Hermann Health System to connect with sports fans and educate them about Memorial Hermann's services.

Beryt is available for comment as an expert resource in the following areas:

- Healthcare marketing
- Marketing strategy
- Brand archotyping
- Brand storytelling
- Video production
- Television production
- Video for healthcare (internal and external)
- Visual and written communication
- Interviewing technique

To set up a time to talk with Beryt about her healthcare and sports marketing experiences please contact Julie Capaci at 713-528-6100 ext 113.

About Active Imagination:

Founded in 1992, Active Imagination is a strategic marketing and branding firm specializing in healthcare and sports industries, that helps organizations build customer loyalty, generate employee confidence and increase market share through tactical marketing and branding campaigns. Using the proprietary BrandStorySM process, Active Imagination helps its clients reach their target audience by launching, marketing and repositioning their brands. Please visit www.aimagination.com for more information.