



**Vlad Gyster**

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Vlad has spent his career helping companies such as Fujifilm use technology to capture employee attention and drive behavior. After co-founding the social media practice for Willis Towers Watson (now WTW), Vlad went on to launch Airbo, a benefits communication platform. Vlad has been named a Top 50 Benefits Technology Innovator by Employee Benefit News. He's a frequent speaker and contributes to publications from organizations including Fortune, Employee Benefit News, IHRIM and SHRM. He resides in Venice, California, where he occasionally sneaks out to surf.