



**Lana M. Saal,  
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**Well-Being Innovator and Chief Executive Officer  
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Dr. Lana Saal holds a doctorate degree in educational leadership, master's degree in health, and bachelor's degree in nutrition. She is a Certified Wellness Practitioner (CWP) through the National Wellness Institute (NWI), Master Certified Health Education Specialist (MCHES) through the National Commission for Health Education Credentialing, Certified Tobacco Treatment Specialist (CTTS), and a National Board Certified Health and Wellness Coach (NBC-HWC). Dedicated to positively impacting the well-being of others, Lana has a passion for inspiring people—through a combination of education and meaningful motivation—to grab hold of health and well-being toward a healthier and happier life. She has served as lead on the occupational health contract team for health promotion, wellness, employee assistance program (EAP) and fitness for NASA. Lana is the associate director of community education, wellness and impact for the American Diabetes Association and is owner of The VitHealthity Group, specializing in creative wellness strategies focusing on menopause and healthy aging through presentations, programs, and workshops. She currently teaches health and wellness as an academic faculty member at the University of Phoenix. Speaker, author, and inspirer of happier healthier humans, Lana is a lifelong educator with 25 years of expertise leading successful strategic solutions in health promotion, behavioral and mental health, nutrition, weight loss, fitness, stress management, and tobacco cessation, positively impacting workplace culture. Lana has held several volunteer leadership positions on many boards and for national organizations dedicated to improving health and well-being, volunteering extensively for the American Cancer Society and Making Strides Against Breast Cancer. She is a recipient of the NWI nationwide Circle of Leadership award, currently serves as President for the Board of Directors for NWI, and holds a leadership position on the WELCOA Wellness Advisory Council.