

Tracy Zimmerman
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Tracy is vice president of policy and communications at the Neimand Collaborative, a social impact marketing firm who is partnering with North Carolina on its COVID vaccine work. Previously, she served as Deputy Secretary for Policy and Communications at the North Carolina Department of Health and Human Services. She led North Carolina's communications and public outreach in response to the COVID-19 pandemic, including more than 150 press briefings; the award-winning Whatever Your Reason, Get Behind the Mask campaign; and a research-informed public engagement strategy to promote vaccination with a focus on historically marginalized populations. Tracy was recognized by Governor Roy Cooper and NCDHHS Secretary Mandy Cohen for exemplary service, exceptional leadership, outstanding achievements and relentless commitment to excellence during the pandemic response. Over her career, Tracy has worked for and on behalf of numerous public interest organizations