



# NEWS RELEASE

CENTRAL TEXAS  
Regional Mobility Authority

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## Mobility Authority Names Dee Anne Heath Director of External Affairs

*Private sector strategic brand communications professional  
to lead agency's public communications*

**(Austin, Texas)** – The Central Texas Regional Mobility Authority named Dee Anne Heath as its director of external affairs. She will be responsible for managing all agency communications and will focus on refining the agency's branding and messaging, as well as conducting public opinion research. This new position was created to allow the Mobility Authority to better understand its customers and communicate the agency's mission of implementing innovative transportation options across Central Texas.

"Outreach to our customers is the lifeblood of our agency's mission, and strong communication is a vital part of that effort," said Mobility Authority Executive Director Mike Heiligenstein. "Dee Anne's wealth of knowledge and private sector experience will help her communicate effectively about the authority's efforts to fight congestion, implement innovative technology solutions and improve the drive times of people throughout Central Texas."

Heath has 25 years experience in strategic brand communications, with a broad range of agency experience from national comprehensive advertising campaigns to grassroots campaigns. Most recently working as Sanders\Wingo's senior vice president of The Knowledge Group, she also has over a decade of experience at GSD&M and has worked as a managing director at EnviroMedia. She has previously consulted on various political and social marketing campaigns, and served as the vice president of communications on the Austin Advertising Federation's board of directors.

"As a native Austinite, the Mobility Authority's mission resonates strongly with me," Heath said. "I have observed over time the impact of population growth on our burdened transportation network."

"The Mobility Authority has built transformative new road projects, but realizes that solving congestion isn't just about roads, it's about looking at the problem holistically, from implementing new technologies, encouraging carpooling and building bike and pedestrian infrastructure," Heath added. "I look forward to working with the agency, not only to expand those efforts and achieve

(more)

further congestion relief in Travis and Williamson counties, but to help communicate the unique Mobility Authority story.”

Heath’s Texas-specific experience includes work with the Texas Department of Transportation (where she worked on the Don't Mess with Texas campaign among others), as well as the Texas Department of Health Services, Green Mountain Energy, Chili’s Grill & Bar, Macaroni Grill, On the Border, MasterCard, Bank of America, AT&T, Texas Lottery, Texas Tourism, Wal-Mart, DreamWorks, Melvin Simon Malls, Subway, Land Rover and BMW.

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### **About the Mobility Authority**

The Central Texas Regional Mobility Authority is a local, independent government agency created in 2002 to improve the regional transportation system in Travis and Williamson Counties. The Mobility Authority implements innovative and sustainable transportation options to enhance quality of life and economic vitality in Central Texas. The Mobility Authority operates 183A Toll in Williamson County and 290 Toll (Manor Expressway) in east Austin and is constructing Express Lanes on MoPac Expressway. For more information about the Mobility Authority, visit [www.MobilityAuthority.com](http://www.MobilityAuthority.com).