

Dominic Lorusso  
Biography

Dominic Lorusso is the Director of Health Partnerships and leads several Health Impact campaigns, including Choosing Wisely, at Consumer Reports. In this role, Dom works with national and regional partner groups in developing unique methods to reach each of their members or constituents. This includes, but is not limited to, co-branded websites and content, video's and a mobile app. Through this network, more than 100 million consumers annually have seen the CR Health content. In addition, Dom manages the editorial and design process for the content Consumer Reports produces specifically for its impact campaigns.

Dom has over 25 years of professional experience with expertise in IT, project management and partner engagement. Prior to working at Consumer Reports, Dom held leadership positions in Information Technology at Avon Products, Pepsico and Price Waterhouse."