

Director of Public Affairs and Intergovernmental Relations
William Schwarz

Bill Schwarz has extensive, executive-level experience in both the private and public sectors in such areas as health care, higher education, energy and economic development. Mr. Schwarz assumed the role of Director of Public Affairs for OMIG in October 2014. As a member of the executive team, he oversees all aspects of OMIG's communications and media relations planning and execution efforts to heighten awareness of the agency's mission, effectively promote staff and agency achievements, manage crisis communications, provide strategic communications counsel and support for agency leadership and staff, and manage agency web-based and social media communications. Mr. Schwarz also plays a key role in OMIG's strategy development and provider relations activities. Prior to OMIG, Mr. Schwarz served for nearly three years as Director of Public Affairs for the New York State Department of Health (DOH). In this capacity, he played a lead role in numerous DOH initiatives, including the planning and rollout of New York's health exchange, NY State of Health, the department's response and recovery activities related to Hurricane Sandy, and Medicaid reform/DSRIP, among others. Mr. Schwarz's private sector experience includes serving on the President's staff at Union College, where he led the College's corporate and government relations functions as well as marketing and public relations. Mr. Schwarz also served as Global Communications Leader for GE Energy in Houston, TX. Mr. Schwarz has also held executive-level positions in award-winning marketing and public relations firms based in the Northeast.