



Mike Laatsch

Volunteer Consultant
Consultant Since: 2022

OneSource
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Professional History

- Walmart
- Cincinnati USA Convention and Visitors Bureau
- Western & Southern Financial Group
- Mercy Health Partners

Education

- B.A., Communications. University of Akron

Mike is a proven leader with demonstrated ability to grow people, build effective teams and succeed through influence. Mike worked for a decade at Western & Southern Financial Group as its VP of Public Relations and Corporate Communications. In that role, he oversaw the company's public relations, advertising, creative services, audio/visual services, event marketing, document services, meeting planning and travel and web development. Following his time at Western & Southern, Mike served as COO of the Cincinnati USA Convention and Visitors Bureau and as Senior Director of Communications for the Health & Wellness Group of Walmart. Earlier in his career, Mike was Regional Vice President of Marketing and Planning for Mercy Health Partners and VP of Corporate Marketing for ChoiceCare.

A very active community member throughout his professional career, Mike was extensively involved with United Way of Greater Cincinnati, including serving as Vice-Chair of the Board of Trustees and chairing its Marketing Committee. Mike also has chaired the boards for Source Cincinnati and the Regional Tourism Network and served on the boards of the Cincinnati Convention and Visitors Bureau, the American Marketing Ass'n, and Pathways Family Centers.

OneSource Experience

As a new volunteer, Mike looks forward to being part of strategic planning and leadership development projects.