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Renée L. Cruea, MPA

October 15, 2020

Dear Academy Executive Committee,

As the Academy looks ahead in this uncertain and challenging landscape, we have recognized the need to evaluate and re-design our priorities and strategies for the upcoming year and beyond. Our focus will be to ensure our advocacy efforts on behalf of our members remain effective and impactful. Newly created virtual platforms are providing expanded opportunities for engagement and value to our investigators. We will continue to facilitate opportunities for new NIH funding to enable our member societies and departments to collectively address current problems. Academy staff looks forward to updating you more fully during our virtual Board meeting on Monday, November 30th.

As is often the case, with enormous challenges comes opportunity. The Academy has made significant budget cuts and have decreased dues for our smaller societies and departments as we recognize the financial stressors that affect us affect them as well. As part of this budget reorganization, we have decreased staff size from 5 to 3.5 FTE's. This reorganization will enable the Academy to efficiently align the skill sets of our staff with the priorities delineated above.

It is with great pleasure I present the reconfigured Academy staff structure:



Michael Heintz

Senior Director, Government Affairs & Strategic Initiatives

Mr. Heintz will lead our government relations initiatives, with a strong focus on developing new pathways to strengthen connections between our members, policy makers, and federal agencies. As we face changing standards along the advocacy landscape, Michael brings a breadth of experience that will ensure the Academy is prepared to face these current challenges. Beyond advocacy, Michael will also work strategically to develop and implement substantive initiatives that will provide additional value to our membership while reinforcing the impact of our outreach.

“I am excited to welcome Michael Heintz to our team. He is a substantive strategist whose experience positions him well to lead and catapult the Academy’s advocacy efforts to meet the challenges of advocating in this new political environment”. - Renee Cruea, MPA

Before joining the Academy, Michael Heintz served as the Director of Advocacy and Training at the Society for Neuroscience and previously as program manager with the Maryland Energy Administration and Association of Public Health Laboratories. Prior to that, he practiced law in Ohio.

"I look forward to joining this highly regarded team and organization. The Academy has a stellar reputation for representing the interests of the field on Capitol Hill and at research agencies. I am enthusiastic about increasing the reach of the Academy's message and work of its members through a robust, transparent, and substantive government relations strategy." Michael Heintz

Michael recently published an article with ASAE that illustrates his view of government relations’ opportunities as we move through this pandemic. The key will be transparency and engagement as we create a new normal. The article is here: https://www.asaecenter.org/resources/articles/an_plus/2020/september/how-to-prepare-for-a-hybrid-government-relations-strategy.



Linda Bresolin, PhD
Senior Advisor for Strategic Planning

Dr. Bresolin joins the Academy on a part time basis after having previously served for more than 17 years as an Assistant Executive Director at the Radiological Society of North America (a vital, founding society of the Academy), where she was responsible for all in-person and web-based educational programs, quality improvement programs, research development programs, molecular imaging, quantitative imaging programs, and the family of RSNA journals.

“I have worked with Linda in various capacities for the past 15 years, and I could not be more pleased to welcome her expertise, experience, knowledge and perspective of the imaging community and of our membership to the Academy. As the Academy expands our Council for early career investigators in imaging, as well as developing additional programs that will bring value and impact to our advocacy efforts and to the members of our academic departments and societies, the Academy will benefit from Linda’s substantive experience as a leader within the imaging community”. Renee Cruea, MPA



Casey Cappelletti
Director of Communications & Special Events
Assistant Director of Policy

Casey has been a part of the Academy’s full-time staff since the fall of 2017, joining our team after having supported us on a part time basis for more than five years. Her institutional knowledge and unique position of having seen the Academy through multiple lenses in her various positions over the years has offered Casey the opportunity to cultivate her current position within the Academy today. As the Director of Communications & Special Events and the Assistant Director of Policy, Casey will continue to lead

our social and web communications as well as assisting with a wide range of Academy policy priorities and special projects.

With Michael's experience in advocacy, Linda's in scientific programming, and Casey's in communication, we are set as a team to maintain and collectively expand the Academy's value and impact, even as we face and overcome the challenges brought on by the COVID-19 pandemic.

Sincerest regards,

A handwritten signature in black ink, reading "Renee L. Cruca". The signature is written in a cursive, flowing style.

Renee L. Cruca, MPA
Executive Director

