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## **Eaton Joins The Strategy Group**

**Norfolk, VA** – The Strategy Group (TSG) today announced that Mike Eaton has joined its team as a vice president in its consulting division. Eaton brings to the firm more than 20 years of experience as a senior strategist in the healthcare industry and the political arena. He will be responsible for leading strategic planning, business development, marketing and brand strategy consulting services to help TSG clients gain competitive advantage in their marketplace.

Prior to joining The Strategy Group, Eaton was the co-founder and president of Global Health Direct, Inc. where he co-originated a disruptive market innovation and recruited a management team that resulted in the filing of a U.S. patent application, funding of the enterprise, and commercialization of a web-based application to connect health care consumers and providers. Previously he held executive positions with Covenant Healthcare Services, Inc. and Aurora HealthCare, Inc. He was also President of the Wisconsin Medical Society Lakeside Association Services, Inc. in the early 1990s.

Before entering the healthcare arena Eaton held leadership positions for members of Congress, serving as the chief of staff for State Senator Margaret Farrow in the mid-1990s, and as legislative director for U.S. Congressmen Bill Emerson and Henry Hyde in the 1980's.

Eaton graduated from University of Wisconsin-Madison with honors in economics and history. He is active in several professional societies and healthcare organizations.

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*The Strategy Group™ ([www.thestrategygroup.com](http://www.thestrategygroup.com)) is a healthcare consultancy specializing in competitive market strategy.*