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Contact:

Lauren Baker

303-726-0026

lauren.baker@ucdenver.edu

Senior Executives from Film and Virtual Reality Industries Join NBHIC Greenleaf and Rekedal Bring World-Class Creative and Technology Expertise to CU Anschutz

DENVER, (July 17, 2017) – The [National Behavioral Health Innovation Center](#) announced today that Rick Rekedal, a former senior executive with DreamWorks Animation, and Dr. Walter Greenleaf, a pioneer and leading authority on virtual reality for medical use, have joined its staff.

“Walter and Rick are recognized internationally as leaders in their fields,” said Matt Vogl, executive director of NBHIC at the [University of Colorado Anschutz Medical Campus](#). “Their knowledge and insight are powerful assets to our mission of finding bold new solutions to the country’s mental health crisis.”

In 2016, Rekedal completed over 20 years with DreamWorks as Chief Creative of franchise development and the global franchise director of the hit movie “*Trolls*.” Rekedal has also worked on properties such as “*How To Train Your Dragon*,” “*Shrek*,” “*Kung Fu Panda*,” and “*The Lost World: Jurassic Park*,” developing merchandising, interactive and licensing programs. Rekedal’s work has been recognized with two Annie Awards, two Kids Choice Awards and Toy of the Year. He is a frequent speaker and serves on advisory boards for The Wedgwood Circle; Michael W. Smith Group and Seabourne Pictures; and Belmont University’s film school.

Rekedal joins NBHIC as Senior Creative Advisor, consulting on how to elevate an open and urgent national conversation on mental health.

Greenleaf is a behavioral neuroscientist and a medical product developer who has been on the cutting edge of virtual reality and augmented reality applications in healthcare for more than 30 years.

In his role as NBHIC’s Director of Technology Strategy, Greenleaf brings his considerable knowledge to the Center’s approach to digital initiatives. He continues to work as a Visiting Scholar at the Stanford University [Virtual Human Interaction Lab](#).

He has developed several clinical product streams, founded medical companies, and served as a scientific advisor and reviewer for the U.S. Public Health Service, National Science Foundation, National Institutes of Health, NASA and the U.S. Department of Education. He holds a PhD in Neuro and Bio-behavioral Sciences from Stanford University.

“Our approach is to seek out unexpected partners as we look beyond the current mental health system for new solutions,” said Vogl. “Walter and Rick fit that approach. Walter’s depth of knowledge in virtual reality and Silicon Valley are leading us to work with new technology partners in developing cutting edge tools for mental health treatments. Rick’s extraordinary creative abilities can help steer powerful human connections to combat the awful stigma that is so harmful to many people in need.”

ABOUT THE NATIONAL BEHAVIORAL HEALTH INNOVATION CENTER

The National Behavioral Health Innovation Center was established in 2016 with a mission to find, develop and put in to practice big new ideas to prevent, treat and change the way people think about mental illness. As part of the University of Colorado Anschutz Medical Campus, NBHIC has a unique role in connecting academic research, patient treatment and industry innovation to accelerate mental health solutions that have significant impact for patients and entire communities.

www.behavioralhealthinnovation.org