

Lee Aase - Manager, Syndication and Social Media, Mayo Clinic

Lee Aase is manager of Syndication and Social Media for Mayo Clinic. His team's focus is developing quality medical news resources for mainstream media, and using social media applications to create more in-depth, extended relationships directly with key stakeholders. You can see examples of Mayo Clinic's social media offerings through the Mayo Clinic News Blog at <http://newsblog.mayoclinic.org/> or at *Sharing Mayo Clinic*, <http://sharing.mayoclinic.org/>.

By night, Lee is Chancellor of Social Media University, Global (SMUG), a free online higher education institution that provides practical, hands-on training in social media for lifelong learners. Visit SMUG at <http://social-media-university-global.org>

Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state and federal level. He received his B.S. in Political Science from Mankato (Minn.) State University in 1986.