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## **Vibrant Emotional Health Hires Chief Technology Officer**

**Grant Riewe will lead innovative technology-enabled mental health solutions to improve access to care and help save lives.**

**NEW YORK, NY (March 1, 2022)** – Vibrant Emotional Health (Vibrant), the administrators of the National Suicide Prevention Lifeline (Lifeline), announced Grant Riewe as its new Chief Technology Officer. In his role, Riewe will build on Vibrant’s technology-enabled mental health solutions to support and expand Vibrant’s life-saving programs.

“Vibrant looked for a technology leader who could enhance our technology strategy to help save lives and assist people to get care anytime, anywhere and in any way that works for them,” said Kim Williams, President & CEO of Vibrant Emotional Health. “Grant Riewe brings expertise in developing innovative technology strategies, along with the ethical and human-centric application of technology to create effective consumer experiences.”

Riewe joins Vibrant as the organization prepares for the July, 2022 launch of 988, a new three-digit access code for the National Suicide Prevention Lifeline. Vibrant helps more than 3.6 million people each year live healthier and more vibrant lives. For over 50 years, Vibrant has provided confidential emotional support through its state-of-the-art crisis hotline services and community wellness programs.

“Vibrant and its programs are leaders in mental health support and I’m honored to be joining the organization at this important moment, when we can use technology to expand access to care for those in need,” said Riewe. “I’m excited to develop innovative technology solutions to improve lives.”

Riewe also serves as an Executive Fellow and Adjunct Faculty with the University of St. Thomas, Opus College of Business. Formerly, Riewe was a consultant with both McKinsey & Company and Accenture, LLP. He has an MBA from the University of Minnesota, Carlson School of Management and a BA from St. Olaf College.

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### **About Vibrant Emotional Health**

Vibrant Emotional Health is a non-profit organization that helps individuals and families achieve emotional wellbeing. For over 50 years, our groundbreaking solutions have delivered high-quality services and support, when, where and how people need it. We offer confidential emotional support through our state-of-the-art contact center and crisis hotline services that use leading edge telephone, text and web-based technologies and include the National Suicide Prevention Lifeline, Disaster Distress Helpline, NFL Life Line and NYC Well. Through our community wellness programs individuals and families obtain supports and skills they need to thrive. Our advocacy and education initiatives promote mental wellbeing as a social responsibility. Each year we help more than 2.5 million people live healthier and more vibrant lives. We're advancing access, dignity and respect for all and revolutionizing the system for good. Visit [vibrant.org](http://vibrant.org). And follow Vibrant on [Twitter](#), [Facebook](#) and [Instagram](#).