

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

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GIVEaPINT.org

**FOR IMMEDIATE RELEASE**

**Date: January 28, 2026**

Rami Nemeh, President & CEO  
HCSC / Miller-Keystone Blood Center  
rnemeh@hcsc.org

**MILLER-KEYSTONE BLOOD CENTER APPOINTS VP OF MARKETING**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center, headquartered in Bethlehem, PA, has announced the following staff appointment:

**DANNY YOUSSEF** has joined the organization as Vice President of Marketing. In this role, Youssef will lead the Marketing and Donor Relations teams for HCSC's Miller-Keystone Blood Center division, as well as provide marketing support for the organization's Linen Services and Solutions divisions.

Youssef brings to the organization more than 25 years of experience in leadership, business development, and client relations, with expertise in advertising, sales and marketing, B2B marketing, website development and design, interactive and social media, brand development, and multi-channel communications.

Youssef holds a Bachelor of Science degree in Business Administration from West Chester University. Prior to joining HCSC, he served as Founder and President of DAY Vision Marketing, Inc. He also serves as a board member for the Chris Attieh Foundation.

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