Motivated by personal loss, Michael Zager joined Fred Hutch in 2015 after 15 years of developing interactive digital properties for entertainment artists, Fortune 100 companies, and startups. With no formal training in life sciences, he devoted the first two years of his tenure to working closely with investigators, bench scientists, and bioinformaticians. In 2017 Michael founded the Fred Hutch and Brotman Baty Institute Visualization Center. In its first year, the Center's work attracted over 150,000 visitors from 44 countries, with an average engagement time of more than five minutes. Determined to expand the Center's impact, Michael established a first-of-its-kind Shared Resource at Fred Hutch focused on data infrastructure.