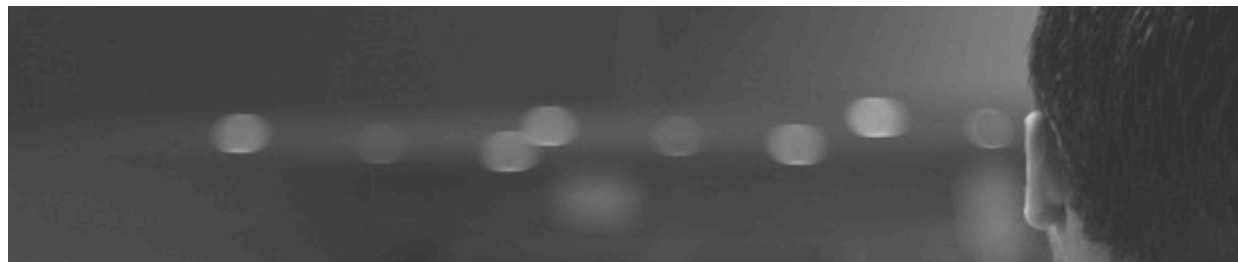


18TH ANNUAL
**NATIONAL
PHARMACEUTICAL
CONGRESS**



Conference
Program

MISSISSAUGA CONVENTION CENTRE
NOVEMBER 6, 2024



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Meeting Agenda

November 6, 2024 | Mississauga Convention Centre

7:00am **Registration Period & Continental Breakfast**

11:50am **Morning Keynote:**
Brian Bloom

18th Annual National Pharmaceutical Congress

- 7:45am **Welcome to the 18th NPC**
Ben Parry, Pangaea Consultants
- 7:50am **Panel 1: Health Equity and Diversity Progress Update**
Sponsored by IQVIA
Janine Pajot, Bayer
Pam Minden, Medison Pharma
Corinne Buchanan-Russell, Advancing Black Talent in Pharma
Moderator: Sara McGrath
- 8:35am **Panel 2: Evolving Workplace Environment and Behaviours**
Sponsored by INIZIO
Pat Forsythe, Eisai Inc.
Paul Petrelli, Gilead Sciences Canada
Tamara Seales, Seaford Pharmaceuticals
Moderator: Dave Cann
- 9:20am **Panel 3: Patient-Centric Approaches: Enhancing Engagement and Outcomes**
Sponsored by Speciality Health Network
Jeff Drew, Emergent Biosolutions
Robin Hunter, Tolmar
Ross Glover, Formerly Taiho Pharma Canada
Moderator: Matt Simioni
- 10:00am **Nutrition Break**
- 10:25am **Panel 4: Canadian Start Ups: Managing and Cultivating The Organization's Growth & Success**
Sponsored by Impres Inc
Colleen Coxson, Alnylam Pharmaceuticals
Kevin Leshuk, FORUS Therapeutics
Carol Stiff, Rhythm Pharmaceuticals
Moderator: Tiana DiMichele
- 11:10am **Panel 5: Artificial Intelligence and The Future of Human Health**
Sponsored by Bayshore
Evica Eric, Lundbeck Canada
Eileen McMahon, Torys LLP
Erik Prieditis, Galderma
Moderator: Shaminder Singh

Canadian Healthcare Marketing Hall of Fame

- 12:05pm **Canadian Healthcare Marketing 2024 Hall of Fame Reception**
Sponsored by Torys LLP
- 12:30pm **Canadian Healthcare Marketing 2024 Hall of Fame Luncheon**

Afternoon Session

- 2:30pm **Panel 6: Pharma's Role in Canadian Healthcare Sustainability**
Sponsored by BioScript
Angelina Brathwaite, Brunel Canada
Andrew Casey, BIOTEC Canada
Peter Brenders, BeiGene Canada
Moderator: Chris Dalseg
- 3:10pm **Panel 7: Defining and Measuring Career Success in 2025**
Sponsored by McKesson
Andrea Schwarz, BeiGene Canada
Kevin Hewitt, Sun Pharma
Sandra Heller, Astellas Canada
Moderator: Rebecca Yu
- 3:50pm **Conclusion**

NPC Happy Hour

- 4:00pm **Happy Hour**
Sponsored by Dermatology.Business & NPC Healthbiz Weekly



Meeting overview

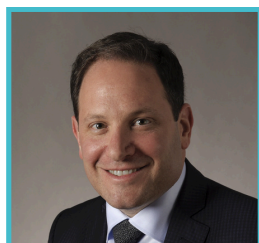
The National Pharmaceutical Congress is back for its 18th year on November 6, 2024.

An opportunity to learn, reflect, and network, this year's Congress will include presentations on seven major topic areas and conversations with leaders in the Canadian pharmaceutical and life sciences industries.

The 22nd Annual Canadian Healthcare Marketing Hall of Fame award luncheon will be held starting at 12:30 p.m., in recognition of exceptional contributions to the field of healthcare marketing. In the afternoon, we are pleased to extend the National Pharmaceutical Congress program with two additional panel discussions.

Join your colleagues at 4:00 p.m. at the end of the day's presentations for NPC Happy Hour.

2024 Faculty



Brian Bloom
*Co-founder, Chairman
and CEO*
Bloom Burton & Co.

Brian Bloom, a co-founder of Bloom Burton & Co., serves as the firm's Chairman and Chief Executive Officer. By forging unique relationships with international healthcare-specialized investors, Brian raises capital for healthcare companies while helping investors realize returns.

Brian is on the Board of Directors of Satellos Bioscience and Appili Therapeutics. Brian was formerly the Chairman of the Board of Grey Wolf Animal Health and Triumvira Immunologics, a member of the Life Sciences Advisory Board at the National Research Council of Canada, the Dean's Advisory Board at McMaster University and on the Board of Directors of BIOTECCanada, the Baycrest Foundation, and Qing Bile Therapeutics.

Before co-founding Bloom Burton in 2008, Brian spent six years at an independent investment dealer in the healthcare and biotechnology institutional sales and equity research groups. He started his career at New York-based investment banking firms SCO Financial Group and Molecular Securities. Brian received an Honours Bachelor of Science in Biochemistry from McMaster University and subsequently studied at the Mount Sinai Graduate School for Biological Sciences of New York University, with a focus in molecular endocrinology and biophysics.

Brian is the proud recipient of the McMaster University 2017 Distinguished Alumni Award in Science and the co-recipient of the 2023 Life Sciences Ontario Community Service Award. In 2023, Bloom Burton celebrated its 15-year anniversary with an Ecosystem Builder Award from BIOTECCanada.



**Angelina
Brathwaite**
*Director, Strategic Client
Engagement—Life
Sciences Canada;
Diversity, Inclusion, and
Belonging Leader—
North America*
Brunel Canada

Angelina Brathwaite has been a pivotal force at Brunel for the past 18 years, currently serving as the Director of Life Sciences and Diversity, Inclusion, and Belonging Leader for Brunel in North America. In her role, she has been instrumental in shaping and driving Brunel's global strategy for the life sciences sector. With an in-depth understanding of the complexities and opportunities within the life sciences and biotechnology industries, Angelina has provided strategic support to major clients, including Sanofi, AstraZeneca, and Eli Lilly, leveraging her extensive knowledge and robust professional network.

Angelina's passion is fueled by a commitment to empowering others to achieve success in every aspect of their lives. She actively contributes to her community through involvement in various non-profit organizations. She has served as the former Chairman of Rexdale Community Health Centre, Vice President of Administration for Boxing Ontario, and is currently a board member for Women Leaders in Pharma, Advancing Black Talent in Pharma, and the Clinical Research Association of Canada. Additionally, she is a member of the Advisory Board for The

Mina Project, a foundation focused on educational enrichment through the Learning Enrichment Foundation.

Angelina's unwavering dedication and passion for fostering positive change have established her as a respected leader and a strong advocate for diversity and inclusion. Her deep industry expertise, combined with her extensive experience and connections, make her an invaluable asset to Brunel and the broader life sciences and biotechnology community.



Peter Brenders
General Manager
BeiGene Canada

As BeiGene Canada's General Manager, Peter Brenders is responsible for building and leading Canadian affiliate operations, strategic planning, cross-functional teams, and driving domestic growth opportunities making new and innovative oncology therapies accessible and affordable to Canadians in need. A seasoned and award-winning leader, Peter is passionate about patient-centred care with specific expertise in the areas of hematology, oncology, neurology, and rare diseases. For over two decades he has driven strategic partnerships and growth in the digital and life sciences sectors. In addition to holding an MBA in Health Services Management, Peter has executive education from the Stanford Graduate School of Business, the Harvard Business School and Queen's University. He has held various board and advisory roles at university-affiliated research institutions, not-for-profit organizations, and for-profit businesses, and currently serves on the advisory board of the clinical research unit of the Montreal Neurological Institute.



**Corinne
Buchanan-
Russell**
President & Co-Founder
Advancing Black Talent
in Pharma

Corinne Buchanan-Russell is an experienced global pharmaceutical executive who leverages her thirst for knowledge to make people and companies better. She has over 30 years of continuously progressive experience in the pharmaceutical industry. She is passionate about people; their growth and development which has driven her to explore numerous professional and personal challenges across global and local leadership roles.

Corinne is a strategic pharmaceutical business leader with a strong track record of performance and developing winning teams as she coaches and mentors individuals to be their best authentic self.

While achieving many career successes, Corinne was struck by the fact that along her journey there were no mentors or leaders with shared experiences or understanding. Buoyed by this fact, Corinne partnered with like-minded individuals to form a not-for-profit company, Advancing Black Talent in Pharma (ABTiP). This organization's ambition is to achieve a sustained representation of Black Talent throughout the Canadian Pharmaceutical and Life Sciences industry. Today, ABTiP is growing in its membership and through various initiatives strives to overcome the systemic barriers to growth and development of Black talent.

Impassioned by the words of Maya Angelou, Corinne's mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour, and some style.



Andrew Casey
President & CEO
BIOTECCanada

Andrew Casey is the President & CEO of BIOTECCanada, responsible for the strategic operations of the Association representing Canada's biotechnology sector. He is the lead spokesperson for Canada's biotechnology industry, communicating on the industry's behalf with government, regulators, international bodies, media, and the Canadian public. In his capacity as head of BIOTECCanada, Andrew also serves as Director, Board of Directors, BIOTECCanada; Vice Chair, International Council of Biotechnology Associations (ICBA); Director, Board of Directors, Institute for Research in Immunology and Cancer, Commercialization of Research (IRICoR); and Director, Board of Directors, Arthritis Alliance of Canada (AAC).

Prior to joining BIOTECCanada, Andrew served as Vice President, Public Affairs and International Trade with the Forest Products Association of Canada (FPAC) and previously was Assistant Vice-President, Government Relations with the Canadian Life and Health Insurance Association.

Andrew is a native of Montreal. After attending Loyola High School (Montreal) and St. Lawrence CEGEP (Quebec City), he graduated from Carleton University (Ottawa) with a degree in Political Science.



Dave Cann
Senior Director, Business
Development
Inizio Engage

Dave Cann is the Senior Director of Business Development of the Canadian division of Inizio Engage, a prominent global contract services organization. Dave started in healthcare with the Medical Communications Group (MCG) in 2012 before they were acquired by Ashfield, now known as Inizio Engage, and has been partnering with Canada's leading pharmaceutical, medtech, biotech, and OTC healthcare companies designing, developing, and deploying fit-for-purpose go-to-market strategies.

At Inizio Engage, Dave works cross-functionally leading the business development team to achieve annual business objectives while partnering with the leadership team in their effort to realize its five-year strategy. Guided by a commitment to a shared vision and mission, Dave and the team at Inizio have solidified strategic partnerships with more than 60 companies leveraging market leading capabilities in Field, Remote Engagement, Patient Solutions, and Fulfillment Services to drive greater flexibility, efficiency, and ultimately impact for their clients and for the patients they serve. With a sense of relentless dissatisfaction, the team continues to partner with its bio-pharma partners to transform go-to-market strategies in Canada.

Dave holds a degree from Colgate University in Hamilton, N.Y., and was a member of the Board of Directors of the Ontario Pharmaceutical Marketing Association (OPMA) from 2013-2016.



Colleen Coxson
Country Manager
Alnylam Canada

Colleen Coxson brings 24 years of pharmaceutical business experience including marketing, sales, market access, analytics, and commercial oversight. Through her experience at Alnylam Canada, and previous roles at Boehringer Ingelheim Canada as a Business Unit Director and Director of Marketing, Colleen has and continues to make an impact for patients across Canada seeking innovative treatment options.

A key member of the founding leadership team of Alnylam Canada, Colleen successfully launched the company in Canada and established Alnylam as a leader in rare disease, leading all aspects of commercialization with a focus on Market Access and Patient Support Programs. Under Colleen's leadership, Alnylam initially launched the first siRNA in Canada (Onpattro) and has now expanded the company's portfolio to include four approved products thanks to the growth and success of Onpattro. The availability of these new treatments fills a need where there were no previous options for patients, and continue to make a difference for the rare disease community across Canada.



Chris Dalseg
Vice President, Strategy
& Growth
BioScript Solutions

Chris graduated with a pharmacy degree from Dalhousie University and has worked in different community pharmacy settings, as well as having served as the President of the Ottawa-Carleton Pharmacists Association 2007 through 2012. Chris joined BioScript Solutions in 2012 and has held progressively senior roles, today overseeing business development, payer partnerships, marketing, and communications.



Tiana DiMichele
*Vice President, Business
Development*
Impres Inc.

At Impres, Canada's 'Next Generation' Pharma Partner, Tiana offers a unique and well-rounded perspective, with 18 years of progressive sales, marketing, communications, investor relations, commercial operations, business development, and leadership experience across global pharmaceutical companies and Canadian biotech start-ups. Her passion is for building impactful corporate, commercial, and operational strategies that translate into successful partnerships, and with that comes a focus on driving exceptional results, proactively identifying insights, creatively solving problems, and leading with agility and authenticity through market evolution.

Tiana holds an Honours Bachelor of Science degree in Biology and Psychology from the University of Toronto, a post-graduate Corporate Communications Certification from York University, and a Strategic Brand Management Certification from the Schulich School of Business. She has served as a moderator and speaker for various industry conferences, podcasts, and events, and most recently contributed as faculty for the Life Sciences Accelerator Program at Toronto Metropolitan University.



Jeff Drew
*Senior Director—Sales,
Trade & Commercial
Excellence*
*Emergent BioSolutions
Canada*

Jeff is a senior leader in the Canadian Life Sciences space. His career spans over 25 years. Jeff began his career in sales and has experience in various commercial roles. He has built Commercial Team success in leadership roles across brand and generic pharma, medical diagnostics, hospital, rare disease, vision care, and medical aesthetics.

Jeff is currently the Senior Director of Sales, Trade & Commercial Excellence with Emergent BioSolutions Canada, a leader in providing solutions that address public health threats and bring live-saving, life-extending products to market.



Evica Eric
*Vice President, Finance
& Business Operations*
Lundbeck Canada

With an impressive 30-year career marked by vast and versatile experience, Evica Eric has excelled in roles spanning finance, marketing, business insights, customer engagement, training, IT, and operations. Currently serving as the VP Finance and Business Operations at Lundbeck Canada, she is known for her strategic acumen and leadership within the organization.

Evica's career is a testament to her ability to drive innovation and excellence. She has been instrumental in launching groundbreaking treatments for Alzheimer's and epilepsy, establishing robust Business Insights functions, and optimizing logistics and distribution. In addition to these achievements, Evica spearheaded the decoupling of Canadian operations from North America, enhancing the operational independence and strategic responsiveness of Lundbeck Canada.

Her expertise is not only rooted in practical experience but also in continuous learning. Evica holds a certificate in Artificial Intelligence Business Strategies from UC Berkeley Haas School of Business and a Bachelor's degree in Management Information Systems from Concordia University. Her commitment to leveraging advanced business strategies and technologies underscores her role as a forward-thinking leader, further solidifying her reputation within Lundbeck as one of its top talents and strategic leaders.

Beyond her professional achievements, Evica finds joy in nature's tranquility, whether it is through campfires, stargazing, or exploring astronomy. She stays active with CrossFit and pick-up basketball, and as a dedicated sports mom, she enthusiastically supports her teenagers in their many sports. Tri-lingual in English, French, and Croatian, her love for languages fuels her passion for world travel.



Pat Forsythe
*Vice President & General
Manager*
Eisai Canada

Eisai is a BioPharma company focused on neurology and oncology research and the development of products to address areas of high unmet need. Their mission is to improve the lives of people living with Alzheimer's disease, sleep disorders, epilepsy and cancer (including liver, kidney, endometrial, thyroid, and breast cancer). Eisai is also a global leader in research into dementia treatments to address this devastating disease.

Pat has more than 25 years of experience in the Canadian pharmaceutical industry in a range of therapeutic areas from oncology to specialty biotech to traditional primary care. He has been involved in over 20 unique launches in a variety of therapeutic areas.

Eisai is founded on the principle that the company exists first and foremost to help patients and their families. The needs of patients, their families, and the community are central priorities that have shaped the direction and activities of Eisai and are aligned with Pat's vision to build an organization focused on serving patients and their families first and foremost.

This approach has helped create a team and company culture that is characterized by its commitment to excellence; strong collaboration across disciplines; and an open dialogue where everyone is encouraged to share their thoughts and ideas.

Prior to Eisai, Pat led the oncology and HIV business units at Gilead and was also the acting GM. He was the GM of Forest Labs Canada, a start-up focused on several product launches in CNS, gastroenterology, and respiratory medicine.

As the Neuroscience Director at Allergan, he worked in the field of neurological diseases and rehabilitation medicine. At Altana, he was the Vice President of Marketing and Business Development focused on gastroenterology and respiratory

medicine. Finally, at Roche he led the Hospital Business Unit (cardiovascular and antimicrobial medicine) and the Hepatitis Business Unit. He started his career with the Upjohn Company of Canada.

He is an active member of his community, volunteering as a hockey and baseball coach for the last several years. His love of science and passion for business have helped him make a positive impact on healthcare in Canada.



Ross Glover
Former General Manager
Taiho Pharma Canada

As the former general manager of Taiho Pharma Canada, Ross Glover led the executive team and oversaw the operations for the company in Canada, as well as the expansion into the Mexican pharma market.

Ross has more than 30 years' experience in the Pharma industry and his team is proud to have delivered two new options for oncology patients in Canada since opening the doors at Taiho in February 2017.

Prior to joining Taiho Pharma Canada, he was a member of the Canadian Leadership Team at Sanofi Genzyme and led the MS business unit. Previously, Ross held senior leadership positions in oncology and neurology and had built multi-functional teams to support the business and the clinical direction for breast cancer, colon cancer, lymphoma, epilepsy, Parkinson's disease, and multiple sclerosis.

Ross has extensive experience in navigating the complicated Regulatory and Market Access process and has worked to develop some unique outcomes while making drugs available for patients who are in need.



Sandra Heller
General Manager
Astellas Canada

For more than 25 years, Sandra Heller has had the privilege of working toward improving the lives of Canadians. As the new General Manager of Astellas Canada, she leads a dedicated team focused on improving the health of people through the provision of innovative pharmaceutical products.

Prior to Astellas Canada, Sandra was the General Manager of Seagen Canada where she witnessed the company's incredible transformation from a one-product company to having multiple products commercialized, further delivering on their mission to help improve the lives of people with cancer through targeted therapies.

Before joining Seagen, Sandra also worked for Gilead, Roche, and EMD Serono in various sales and marketing roles in therapeutic areas such as breast cancer, lung cancer, melanoma, bladder cancer, lymphomas, and multiple sclerosis. She also has extensive experience in patient support programs where she started her career.

As a leader, she's passionate about transformation, learning, collaboration, and the inspiring potential of science and innovation to make a meaningful difference in the lives of Canadians touched by cancer.



Kevin Hewitt

*Director, Sales &
Marketing
Sun Pharma*

Kevin Hewitt's pharmaceutical experience spans more than two decades. He has held many roles in sales and marketing for a variety of companies, including AstraZeneca, Roche, Amgen, Sanofi, and currently with Sun Pharma. He has also previously held the role of Head of Strategy and Portfolio and built a team in the functional areas of digital strategy, launch excellence, and portfolio planning. Most recently Kevin built a hybrid GP/Specialty commercial team for two new drug launches. Kevin has spent most of his pharmaceutical career in Canada, but has also worked in global marketing in Switzerland.



Robin Hunter

*General Manager
Tolmar Canada*

Robin Hunter has over 25 years of experience in the Canadian pharmaceutical industry, working previously as General Manager and Vice President of Mallinckrodt Pharmaceuticals Canada, the VP of Sales and Marketing at LEO Canada, and in a variety of senior leadership roles at Roche Canada over several years. He is a graduate of the University of Waterloo and the Queen's School of Business executive development program.



Kevin Leshuk

*President & CEO
FORUS Therapeutics Inc.*

Kevin Leshuk, a graduate of McMaster University, has over 25 years of Canadian-based biopharmaceutical experience having held executive level leadership roles within Pharmacia, Pfizer, Roche, and Celgene.

Kevin is recognized as being a commercialization expert within the Life Sciences community having built and led teams that have launched some of the most successful medicines introduced into Canada within the last two decades. He has held significant corporate leadership roles within Pfizer and Celgene and was an active Executive Board member with BioteCanada.

In 2021, he founded FORUS Therapeutics Inc, a Toronto-based commercial stage Specialty Pharmaceutical company. Since the company's launch, the FORUS team has successfully launched XPOVIO for patients living with Multiple Myeloma. FORUS looks to expand on this recent success and is actively sourcing additional novel therapeutics for Canadians living with cancer.

Kevin is a passionate champion for the Canadian Life Sciences Industry and for access to medicines for all Canadians.



Pamela Minden
Country Manager
Medison Pharma Canada

Pamela Minden is the Country Manager for Medison Pharma Canada Inc., a company that partners with emerging biotech organizations to commercialize their innovations in Canada. Pamela is passionate about making sure patients with unmet needs get the treatment they deserve. She is highly regarded as someone who thrives on leading change and managing the increasing complexity of our business and healthcare environments. A highly-experienced and skilled senior leader, prior to joining Medison, Pamela ran her own consulting company, and held positions of increasing responsibility in new product development, marketing, and sales at Lilly and Johnson & Johnson. In October 2017, Pamela was inducted into the Canadian Healthcare Marketing Hall of Fame. A great day for Pam includes a head-clearing run, meaningful collaboration with partners and stakeholders, and definitely, no gardening.



Sara McGrath
National Director of
Account Management
IQVIA Canada

Sara McGrath is a seasoned professional with extensive experience in the pharmaceutical and financial sectors. She currently leads a team dedicated to supporting mid-size pharmaceutical clients, focusing on building awareness, development, and delivery of Canadian-specific solutions across various business lines, including Market Insights, Technology, Consulting & Analytics, and Real World Solutions.

With 14 years of cross-functional experience at IQVIA, Sara has honed her expertise in patient longitudinal analytics and specialty therapy solutions. Prior to her tenure at IQVIA, she spent 10 years in the financial sector, where she specialized in sales and marketing strategy, forecasting, and business analysis.

Sara holds a Business Information Systems diploma from Algonquin College, further solidifying her strong foundation in business and technology.

***Eileen McMahon***

*Partner & Chair—
Intellectual Property and
Food and Drug
Regulatory Practices
Torys LLP*

A partner at Torys LLP, Eileen McMahon chairs Torys' IP and Canadian Food and Drug Regulatory Practices. She represents the entire spectrum of companies on regulatory clearance and intellectual property protection of products. Across sectors—including life sciences (pharmaceuticals, medical devices, natural health products), agribusiness, consumer products, and more—Eileen helps clients identify, protect, and leverage IP and regulatory assets, obtain and maintain market exclusivity, handle high-risk situations (corrective actions, recalls, regulatory orders), and navigate the impact of current and proposed laws on clients' ability to sell products. Eileen also has market-leading experience with patented medicines and oversight of Canada's Patented Medicines Prices Review Board (PMPRB). In addition to her Band 1 ranking in Intellectual Property by Chambers & Partners, Eileen is the only Canadian lawyer to be recognized by Chambers as a Star Individual in Life Sciences. Managing IP regards her as one of the world's top 250 women in IP, and The Legal 500 recognizes her as one of Canada's leading lawyers in intellectual property. Best Lawyers in Canada recognizes Eileen as Lawyer of the Year in Biotechnology and Life Science for 2024.

***Janine Pajot***

*Vice President, Human
Resources
Bayer*

Janine Pajot is the Vice President, Human Resources for Bayer Canada, a global Life Sciences organization with over 1,200 employees in Canada. In this role, Janine is a member of the Country Leadership Team responsible for governance and strategic direction for the Canadian organization.

Prior to joining HR, Janine held numerous roles with progressive responsibilities in Commercial strategy, Marketing, Sales, and Communications in the pharmaceutical space. With 25+ years of experience, Janine is a recognized strategic and culture-building executive and is passionate about people. She is dedicated to fostering high performing organizations with a lens toward ensuring a culture of inclusion and belonging.

She is a certified board candidate (CDI.I) with a Global ESG Competent Boards Certificate and Designation (GCB.D) and serves on the Board of Directors for the Ontario Caregivers Organization.



Paul Petrelli
*Vice President & General
Manager*
Gilead Sciences Canada

A business leader in the Biotechnology/Pharmaceutical Industry, Paul Petrelli has a proven track record of strong business performance, building high performing cultures, and experience leading people and business in biotechnology and rare disease in both Canada, the United States, and Europe. His experience includes leading business with such companies as GlaxoSmithKline, AstraZeneca, and General Management roles with Biogen, Jazz Pharmaceuticals, and most recently Gilead Sciences Canada Inc. Paul's experience and success transcends the financials, as he puts people first. The foundation of his leadership approach is based on creating a winning culture, prioritizing people and teams and championing diversity, inclusion, and equity. His success in creating a winning culture in companies he has led has been recognized by Great Places to Work in Canada. Paul's commitment to business and people leadership goes beyond his current role, where he is active as a member of the board with Health Partners Canada, Biotech Canada, and Kapoose Creek Bio. Paul also serves as faculty for the Marketing Pharmaceuticals in Canada Program, The National Pharmaceutical Congress, The Science to Business Academy, Member of the Life Sciences Advisory Consortium City of Mississauga, and Advisor to the Canadian Healthcare Business Women's Association.

His leadership in Biotech has been recognized by being inducted into the Canadian Healthcare Marketing Hall of Fame and is a Biotech Canada Gold Leaf Award recipient.

Paul has a BSc in Biology, Genetics, from the University of Toronto and is a graduate of the Institute of Corporate Directors program at the Rotman School of Management, University of Toronto.



Erik Prieditis
*Head of Commercial
Operations*
Galderma Canada

Erik Prieditis has extensive experience in the pharmaceutical and life sciences industries, specializing in digital transformation, AI, and advanced data analytics. He is currently serving as the Head of Commercial Operations at Galderma. With previous leadership roles at Bayer, including Vice President of Pharmaceutical Operations and Data and Digital Strategy, Erik has been at the forefront of implementing cutting-edge AI and data solutions in the healthcare sector. Erik's educational background includes a bachelor's degree of Applied Science in Engineering and an MBA. He has also completed specialized training in Artificial Intelligence, including Generative AI and Prompt Engineering. He was recently a Board Member of the Canadian Association for Pharmacy Distribution Management. Currently, Erik brings a unique perspective on how AI and data analytics are reshaping the pharmaceutical landscape and enjoys being an advisor to small and medium AI startups.



Tamara Seales
President
Seaford Pharmaceuticals

Tamara Seales serves as the President of Seaford Pharmaceuticals, where she is recognized for her dynamic and forward-thinking leadership. She oversees the company's administration, finance, strategy, and marketing, and has been a key figure in Seaford's leadership for over 20 years.

Tamara's academic background is distinguished, with a Bachelor of Commerce from York University and an MBA from the Schulich School of Business at the same institution.

In addition to her professional achievements, Tamara is known for her philanthropic efforts. She has championed Seaford Pharmaceuticals' charitable projects, including the creation of a pediatric clinic in Jamaica and significant contributions to disaster relief. She is also deeply involved in fundraising for women's health, cancer research, and brain health.

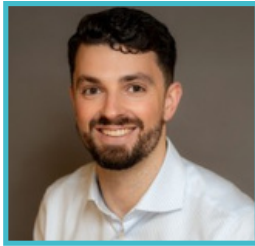
Her leadership was particularly impactful during the challenges of the pandemic, where her strategic decisions ensured Seaford Pharmaceuticals' stability and growth.

Under her guidance, the company has not only established key departments but also expanded its global presence through successful international partnerships. Tamara's inspirational leadership and dedication to philanthropy continue to drive Seaford Pharmaceuticals and the broader pharmaceutical industry towards a more promising and equitable future.



Andrea Schwarz
Commercial Lead
BeiGene Canada

Andrea Schwarz oversees sales and marketing for BeiGene's hematology portfolio. She has held various commercial roles from a regional to national level and has won local, national, and global awards for her strong commercial results launching new products in Canada. She has consistently transformed and built teams to great success across various therapeutic areas both in pharma and digital healthcare working for Abbott, Grifols, Shire, Takeda, and Telus Healthcare. She also was part of the executive team with Women Leaders in Pharma and helped build out their coaching and mentoring program. Andrea is passionate about people and dedicated to creating a culture with high performing teams that have a shared sense of purpose and vision.

***Matt Simioni***

*Senior Director, Strategic
Pharmaceutical
Partnerships & Business
Development
Shoppers Drug Mart and
Specialty Health Network
by Shoppers*

Matt Simioni is the Senior Director, Strategic Pharmaceutical Partnerships & Business Development at Shoppers Drug Mart and Specialty Health Network by Shoppers. His team is responsible for forming new strategic partnerships with innovative and generic pharmaceutical manufacturers, including the creation of patient support programs for specialty medications. Matt has over a decade of Canadian and U.S. pharma experience, beginning his career as a consultant with ZS Associates before joining Shoppers Drug Mart in 2021.

***Shaminder
Singh***

*Director of Business
Development
Bayshore Specialty Rx*

Shaminder Singh is a tenured operational and strategic leader who has held a variety of roles in strategy, operations, and client management. He brings a diverse background in the Specialty Pharmaceutical space having worked in PSP, Wholesale, Clinical, and 3PL operations. With a passion for technology, he has spearheaded several initiatives throughout his career to bring technological efficiencies to the forefront of healthcare.

***Carol Stiff***

*General Manager
Rhythm Pharmaceuticals
Canada Inc.*

Carol Stiff is General Manager for Rhythm Pharmaceuticals Canada Inc. where she led the launch of the Canadian affiliate and currently oversees the business and operations in Canada. Previously Carol was President and Head of Canada for Santen where she built the Canadian entry plans for pharma, surgical devices, and OTC products and led integrated local and global launch teams. Carol also played an extended role in supporting Santen USA in developing its patient services program.

Carol has spent the last 26 years in various roles in the Canadian health sciences environment including pharma, biotech, surgical, and OTC. Her experience spans agency services, patient services, sales, marketing, and organizational building in a variety of therapeutic areas such as pain management, neurology, hematology, immunology, and ophthalmology and rare disease.

Carol is Vice Chair of the Board of Directors for Innovative Medicines Canada (IMC), serves on the IMC Governance Committee, IMC HR Committee, and volunteers with

the Business Women's Association (HBA) mentorship program. Carol is a member of Lifesciences Ontario (LSO) and has served as an Executive Advisor to the LSO UTest program mentorship. She has also provided mentorship to new Canadians as an advisor to ACCESS Employment's Healthcare Connections and is a regular panelist on several Canadian industry organizations. Carol is a graduate of the inaugural 2018-2019 cohort of the Centre for Drug Research and Development's (CDRD) Executive Institute.



Rebecca Yu
*Vice President & General
Manager—Biopharma
Operations & Customer
Experience*
McKesson Canada

Rebecca Yu is the Vice President and General Manager of Biopharma Operations and Customer Experience at McKesson Canada. She was previously the VP of Gastroenterology (Specialty, Rare, Cell Therapies) at Takeda Canada, leading its business franchise including sales management and marketing. She also successfully held the roles of VP, Market Access & External Affairs and the Head of Patient Support Services at Takeda Canada. Prior to joining Takeda, Rebecca was the inaugural Head of JLABS Canada and was instrumental in setting up Johnson & Johnson Innovation's first international JLABS incubator in partnership with the Ontario Government, U of T, MaRS Innovation, and eight research hospitals. Through this partnership, she successfully secured a public-private partnership which included an investment of \$19.4M from the Ontario government.

Rebecca has over 20 years of pharmaceutical industry experience in a range of positions with Pfizer, P&G, Servier, and Solvay Pharma.

Before joining the industry, she practiced as a Clinical Pharmacist at The Wellesley Hospital. Rebecca is a graduate of the University of Toronto, Faculty of Pharmacy.

Rebecca was previously on the Board of Directors for the Markham Stouffville Hospital, the Life Sciences Ontario Association, the Centre for the Commercialization of Regenerative Medicines (CCRM), the Nanomedicines Innovation Network (NMIN), Ryerson University FEAS Dean's Advisory Council, and was a member of the Joint Steering Committee for the University of Toronto's Neuroscience Catalyst. Rebecca was appointed to the Government of Canada's Selection Committee for Venture Capital Catalyst Initiative (VCCI) and recently completed a role as a Special Advisor to the University of Toronto's Schwartz Reisman Innovation Campus. She is currently on the Dean's Advisory Council with the Faculty of Pharmacy at the University of Toronto.

2024 Advancing Black Talent in Pharma Bursary Winners

The National Pharmaceutical Congress is pleased to announce the winners of the Advancing Black Talent in Pharma (ABTiP) bursary.

ABTiP works to “elevate and achieve a sustainable representation of members of the Black community in the Canadian pharmaceutical/life sciences industry.”

The 2024 ABTiP bursaries were supported by The Gibson Group.



*Amanda Larosa,
PhD*

Originally from Montreal, Dr. Amanda Larosa's deep interest in the pharmaceutical industry was first ignited while earning her Bachelor's in Pharmacology at McGill University. This enthusiasm led her to further her studies at McGill and the Douglas Mental Health University Institute, where she completed her PhD in Neuroscience in August 2024. Her doctoral research explored the relationship between changes in hippocampal activity and social memory that support the vulnerability to stress-related psychopathologies, such as major depression, PTSD, and anxiety disorders. Awarded for her scientific writing and public speaking, she has published high impact manuscripts and presented her research at several local, national, and international conferences. Beyond her doctoral research, she served as the Chair of the McGill Pharmaceutical Career Student Network, a group on campus dedicated to informing and preparing students on the variety of career paths available within the pharmaceutical industry. Today, Dr. Larosa seeks to transition into a Medical Affairs role, eager to apply her expertise in scientific communication and making meaningful contributions to the improvement of the healthcare industry.



*Joseph Mussa,
PhD*

Joseph Mussa, PhD, is a recent graduate from McGill University's Department of Epidemiology and Biostatistics, where he specialized in cardiometabolic disorders, maternal and child health, and evidence synthesis. He brings a strong background in biostatistics, data analysis, and clinical research, with a particular focus on advancing public health outcomes. During his doctoral studies, Dr. Mussa led comprehensive cohort analyses on gestational diabetes and gestational hypertension, examining their long-term impact on maternal health. His research has been widely recognized and presented at prestigious international conferences, including Diabetes Canada's Conferences and the International Diabetes Federation World Congress.

Now, Dr. Mussa is keen to transition into the pharmaceutical industry, where he aims to apply his expertise in evidence synthesis and clinical research to drive innovation and improve patient outcomes.

*Miriam Yosief*

Miriam Yosief is a passionate marketing professional with a strong focus on the pharmaceutical industry and a deep commitment to advancing diversity, equity, and inclusion (DEI) in the workforce. With experience in digital and social media management, she has had the privilege of contributing to Advancing Black Talent in Pharma (ABTiP) mission to uplifting Black professionals and addressing barriers within the industry, which led to her recognition with the Rising Star Award.

Winning the NPC-Advancing Black Talent in Pharma Bursary is an exciting milestone in her career. It aligns with her goal of combining marketing expertise and DEI principles to drive meaningful change within the pharmaceutical space. She is eager to continue learning, growing, and contributing to a more inclusive and innovative future for the industry.

*Robel Yosief*

Robel Yosief holds a Master of Science in Cell and Molecular Biology and is currently a Research Technologist at SickKids in Toronto, where he investigates biliary disease mechanisms using stem cell models. With over four years of research experience, he has contributed to two publications in Hepatology Communications and PLoS ONE. Recognizing the lack of Black representation in the life sciences and pharmaceutical industries, he decided to become an advocate for diversity in these fields by joining the fundraising committee of ABTiP. He is committed to promoting greater inclusion in the life sciences and pharmaceutical industries and will continue to champion these efforts.

**ABTiP**

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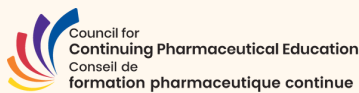
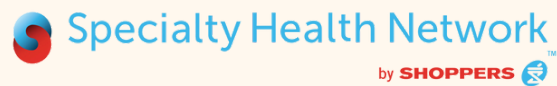
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