Lung Cancer Initiative Summit: Uniting Our Voices
Speaker Bios

Lung Cancer 101 & ASCO Update

- Jennifer Garst, MD, Professor of Medicine, Duke Raleigh Cancer Center

Clinical Trials: A brief overview and experience from the patient, physician and sponsor perspectives

- Moderator: Stacey Whaley, Quintiles
  - Stacy has ten years of Clinical Research experience, with nearly six years in Patient Recruitment and Retention. She is responsible for global operational oversight of Patient Recruitment and Retention activities including strategy development and implementation, with a focus on collecting and analyzing patient recruitment data to support data-driven solutions, as well as project deliverables. She has supported recruitment across multiple therapeutic areas including oncology, CNS, endocrinology, gastrointestinal and psychiatry. Stacy earned a B.S. in Business Administration from Barton College and her MBA from Pfeiffer University.

- Ed Kim, MD
  - Edward S. Kim, MD is Chair of Solid Tumor Oncology and Investigational Therapeutics and the Donald S. Kim Distinguished Chair for Cancer Research at the Levine Cancer Institute, Carolinas HealthCare System in Charlotte, NC. Dr. Kim was previously at UT MD Anderson Cancer Center in Houston, Texas where he was a tenured Associate Professor of Medicine, Chief of the Section of Head and Neck Medical Oncology and Director of Clinical Research Operations in the Department of Thoracic/Head and Neck Medical Oncology. Dr Kim received his Bachelor of Science and medical degrees from the Honors Program in Medical Education (HPME) at Northwestern University and his fellowship in medical oncology at MD Anderson Cancer Center.

  Dr Kim studies novel targeted agents in the treatment and prevention settings and has expertise in lung, head and neck cancers. He chaired the Department of Defense Biomarker-based Approaches of Targeted Therapy for Lung Cancer Elimination (BATTLE) personalized medicine program in lung cancer.

  Dr Kim is the author or coauthor of more than 100 published articles, book chapters, reviews in journals such as Lancet, Lancet Oncology, Journal of Clinical Oncology, Cancer Discovery, Clinical Cancer Research Cancer, and Cancer Prevention Research, involving cancer therapeutics and prevention with chemotherapy and novel targeted agents, with particular emphases on lung cancer and head and neck cancer.
• Tomma Hargraves
  o Tomma Hargraves is a nationally certified Speech-Language Pathologist. She received her Bachelor’s Degree from the University of Washington and her Master’s from Southern Connecticut State University. She had worked in public education for 42 years in Connecticut, Fairfax, Virginia and retired as Lead Speech-Language Pathologist for Wake County Public Schools in 2014. Tomma has been active in lung cancer advocacy for nearly 10 years, and currently serves as secretary on the Board of Directors of the Lung Cancer Initiative of North Carolina. She is an active participant in several fundraising events for the NC Initiative including the annual 5K and gala. Upon retirement, she became a volunteer at the NC Cancer Hospital where she serves as a lay navigator for lung cancer patients and on the Patient and Family Advisory Council. In November, Tomma will be a 10 year survivor of stage 4 lung cancer. Tomma has one son who is an Emergency Medicine physician at Piedmont Hospital in Atlanta and is married to “Santa” Bob Hargraves. They live in Raleigh with their dog, Miss Charlie Kenan Chocolat.

• Karen Makhuli
  o Karen has over 20 years of Clinical Operations experience, 15+ years on the pharma side and 5 years in the CRO. Currently, Sr. Director of Clinical Operations for G1 Therapeutics, a small innovative pharaceutic company based in Research Triangle Park.

Making the Message & the Medium Matter

• Moderator: Jeremy Holden
  o Chief Strategy Officer of Clean Design, Jeremy Holden has over 25 years of experience in the design, advertising, and digital strategy industry. He has worked with some of the world’s most recognized brands, including Audi, Citi Group, Lenovo, NASDAQ, and Virgin Atlantic, and has won prestigious awards in the communication industry for creative, strategic, and business accomplishments. Holden also serves as an adjunct professor at the University of North Carolina at Chapel Hill School of Media and Journalism and has authored two books, Second that Emotion, How Decisions, Trends & Movements Are Shaped (2012) and his first fictional title, Sea of Doubt, which is set for release this fall. He is an active member of the board of directors of Lung Cancer Initiative of North Carolina.

• Mary-Ann Baldwin
  o Vice President of Marketing and Business Development of Holt Brothers Inc. and Executive Director of Holt Brothers Foundation, Mary-Ann Baldwin has years of marketing experience with companies like Stewart Engineering, the NHL Carolina Hurricanes, and Mulkey Engineers & Consultants. She is an at-large
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Raleigh City Councilor and co-founder of Innovate Raleigh, a catalyst for innovation and entrepreneurship in the Triangle region. Baldwin specializes in brand development, strategic communications, and community relations.

- Virginia Parker
  - Currently the Senior Vice President and Market Manager for Central and Eastern North Carolina at Bank of America, Virginia Parker has a passion for community and is experienced in the areas of sales, management, business development, fundraising, and community relations. She has previously worked with United Way of the Greater Triangle, Divers Alert Network, and Wake Tech Foundation. At Bank of America, Parker works with key corporate social responsibility initiatives, including philanthropic contributions and employee volunteerism.

- Natalie Perkins
  - Chief Executive Officer of Clean Design, Natalie has over 25 years of experience in the advertising industry and is an expert in integrated marketing and strategic communications. She serves on numerous civic and charitable boards and has received multiple personal recognitions and honors, including the Small Business Pinnacle Award, Enterprising Women of the Year Award and Triangle Business Journal Women in Business Award. Earlier this year Natalie was honored with the 2016 Triangle Advertising Federation Industry Career Achievement Award, a lifetime achievement award that recognizes individuals for their dedication to the industry and their community.

Translating Your Experience into Action

- Curtis McDonald
  - Curtis McDonald is the Associate Director, State Government Affairs for Bristol-Myers Squibb Company (BMS), a global biopharmaceutical company firmly focused on its mission to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. In addition to North Carolina, Curtis has responsibility for Tennessee, Georgia, West Virginia, Virginia, and South Carolina; where he serves as the Vice Chair for the PhRMA Task Force. In his role, Curtis is responsible for lobbying on behalf of BMS on a variety of issues impacting patient access and corporate interest. Curtis also is the liaison for advocacy and professional organizations within his assigned states and works with numerous coalitions and committees with a primary focus on the patients and access to care. After serving in the United States Navy, Curtis graduated from Old Dominion University with a BS in Biology. Over the past 16 years at BMS, Curtis has held roles in sales, management, leadership development, operations, account management and policy. During his tenure, Curtis has earned numerous awards and recognition for his work and is the co-founder of the BMS Veterans
Community Network, an employee resource group dedicated to establish BMS as an outstanding place for Veterans to build a career and successful life outside the military.

Curtis resides in Matthews, North Carolina with his wife of 23 years, three beautiful daughters and 2 dogs.

- Morgan Wittman Gramann, JD
  
  Morgan Wittman Gramann is the Managing Director of the North Carolina Alliance for Health, an independent, statewide organization advocating for policies that promote wellness and reduce the impact of obesity and tobacco use. Passionate about community health and policy change, Morgan has been an advocate for public health for twelve years. She got her start in the tobacco use prevention movement working with Youth Empowered Solutions, The Campaign for Tobacco-Free Kids, helloCHANGE, IGNITE, and Colleges Against Cancer. In 2008, she was named International Youth Advocate of the Year by the Campaign for Tobacco-Free Kids for her work in global teen tobacco use prevention. Morgan earned her JD from the University of North Carolina at Chapel Hill School of Law and her BA in Anthropology from The American University in Washington, DC.

Using Social Media as an Advocate

- Cynamon Frierson, MBA
  
  Cynamon Frierson is the Communications and Marketing Manager for the Lung Cancer Initiative of North Carolina. She has her Masters in Business Administration (MBA) with a concentration in Marketing. Cynamon has been in the digital marketing field for 7 years which includes Search Engine Optimization, email marketing, and social media just to name a few. She took a brief break last year to go to Brazil for several months to help encourage youth in the small city of Dourados. Now she's back and ready to help give a bold voice to those impacted by lung cancer.