

CATALYZING A PATIENT MOVEMENT IN PRECISION MEDICINE

JULY 18, 2017

Co-Chairs

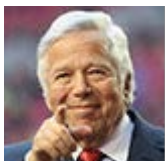


Kathy Giusti, MBA
Faculty Co-Chair
HBS Kraft Precision Medicine
Accelerator



Richard Hamermesh, DBA
Faculty Co-Chair
HBS Kraft Precision Medicine
Accelerator

Honored Guests



Robert Kraft, MBA
Founder, Chairman and CEO
The Kraft Group



Jonathan Kraft, MBA
President
The Kraft Group

Confirmed Attendees



Murray Aitken, MBA
Executive Director
QuintilesIMS Institute



Tom Andrus
*Chief Digital Officer and Executive
Vice President*
Prostate Cancer Foundation



Steve Bonner, JD
Former CEO
Cancer Treatment Centers of
America



Laurie Campbell
Executive Director
Metastatic Breast Cancer Alliance



Kim Chen, MBA
*Director of Member Engagement
& Business Intelligence*
PatientsLikeMe



William S. Dalton, PhD, MD
Founder & Chief Executive Officer
M2GEN



Christine Espinoza
*Digital and Social Marketing,
W Hotels*
Marriott International



Dixie-Lee Esseltine, MD, FRCPC
*Medical Consultant in Cancer
Drug Development*



Andrea Ferris, MBA
President
LUNgevity Foundation



Paul Giusti, MBA
President & CEO
Multiple Myeloma Research
Foundation



Nancy Go, MBA
Vice President, Brand Marketing
Wayfair



Brian Harms, PhD
Senior Director, Oncology
PatientsLikeMe

CATALYZING A PATIENT MOVEMENT IN PRECISION MEDICINE

JULY 18, 2017



Marc Hurlbert, PhD
Chairman
Metastatic Breast Cancer Alliance



Patricia Hurley, MSc
Director, Research and Analysis
American Society of Clinical
Oncology



Jenny Isaacson
VP, Marketing
Pancreatic Cancer Action
Network



Kerri Lehrhaupt
Vice President of Consulting
Kantar Health



Deborah Lotterman, MA
Chief Creative Officer
precisioneffect



Lori Marcus
Chair, DTP Initiative
HBS Kraft Precision Medicine
Accelerator



Katherine Minster
Director, Stewardship
Breast Cancer Research
Foundation



Thomas Murphy
Principal
Murphy Consultancy



**Tawana Murphy Burnett, MA,
MBA**
*Managing Global Client Partner,
Global Marketing Solutions*
Facebook



Lynn O'Connor Vos, BSRN
Chief Executive Officer
greyhealth group



Ryan Olohan
*National Industry Director,
Healthcare*
Google, Inc.



Ananth Raman, PhD
*UPS Foundation Professor of
Business Logistics*
Harvard Business School



Adrian Rosenkranz
*Head of Small Business
Marketing*
Salesforce



Jane Rubinstein
*Sr. Vice President,
Communications*
Stand Up To Cancer



Thales Teixeira, PhD
Associate Professor
Harvard Business School



Amanda Tolleson, MBA
Chief Marketing Officer
Birchbox



Delia Vallejo, MBA
Senior Director, eCommerce
Keurig Green Mountain



Nikhil Wagle, MD
*Deputy Director, Center for
Cancer Precision Medicine*
Dana-Farber Cancer Institute and
The Broad Institute