





the year of investment, innovation and implementation

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letter from the chair



In my long career as a healthcare executive,

I have seen firsthand the benefits of diversity in leadership time and again. From gender to ethnicity to age and other factors, the best engagement and the most powerful results always arise when there is a diversity of perspectives in the room.

This is why I joined the HBA board. This year marks the 40th anniversary of the organization's founding. And though I am a relatively new member, I quickly became a believer in the HBA's rich history and deep commitment to both the advancement of women individually, and to the achievement of gender parity in healthcare overall.

This is also why I am proud of the HBA's aggressive—but achievable—strategic plan to move the needle on gender parity through partnership by 2020. This plan, which we started in 2015 and continued to refine throughout 2016 and 2017, keeps us laser focused on our global goal of gender parity and partnership in the healthcare workforce. To achieve this goal, we are moving ahead with bold, consumer-focused activities that not only grow the organization demographically and geographically, but also improve the business results of our Corporate Partners and enhance the value we provide to our thousands of members and dedicated volunteers.

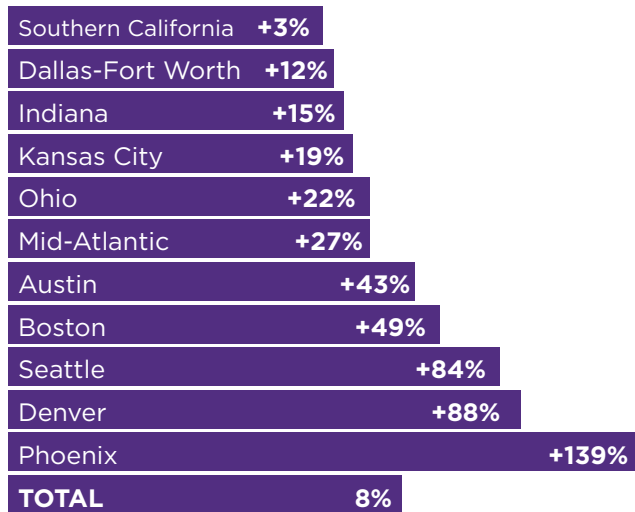
To that end, in 2017, we defined our global growth strategy and added our first physical European office in Brussels, Belgium. We announced the launch of our Gender Parity Collaborative, a unique consortium of healthcare/life sciences companies dedicated to accelerating gender parity, and welcomed our first male board member. We expanded ACE Award categories and consulting opportunities for our Corporate Partners, and piloted new programs for our members, including a co-branded virtual coaching program. And we further refined our governance approach to allow our incredible staff to do what they do best in running the organization and give our passionate leaders and volunteers the room to fully live into the HBA's purpose and mission.

With these and other accomplishments, we have continued to build upon the work of the HBA's long line of dedicated leaders, staff, and volunteers to create the next evolution of this organization and ensure that the HBA remains engaged, accountable, and relevant for years to come.

Rhonda Johnson
2017 HBA chair

HBA 2017 at a glance

Growth across the chapters



Tremendous membership growth

8,653

Total membership went from 7,979 to 8,653 – 8.45 percent growth

19/400+

19 chapters worldwide offering 400+ annual events

42,000+

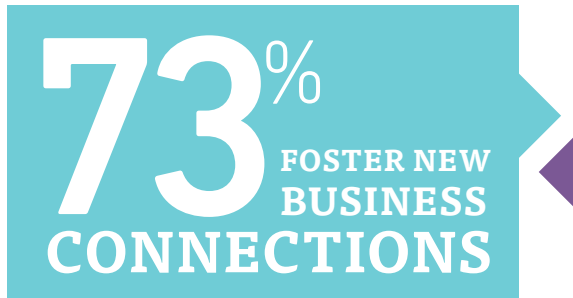
Network of 42,000+ women and men from leading biotech, healthcare, pharmaceutical and supporting companies

119 working with 119 corporate partners

40 years of HBA milestones

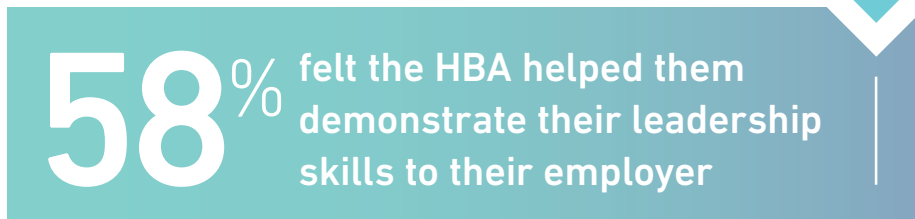
- 1977** First HBA meeting—Founders: Diane Anderson, Peg Dougherty, Dr. Melissa Gryczka, Sheila Sinkking, Dr. Ruth Smith
- 1979** HBA incorporated
- 1990** Woman of the Year award established
- 1991** 302 individual members
- 1997** First Leadership Conference
- 1998** Rising Star award established
- 1999** HBA POWER study (Perspectives On Workplace Environment Realities)
- 1999** Star Volunteer award established
- 2000** Atlanta chapter—first HBA chapter—established
- 2001** First HBA website
- 2001** Honorable Mentor award established
- 2001** 55 Corporate Partners, 1,200 individual members
- 2001** San Francisco/Bay Area and Boston chapters established
- 2003** HBA Attributes & Influences of Leaders (HAIL) survey
- 2003** 75 Corporate Partners, 2,000 individual members
- 2004** Metro, Chicago, Indiana and Mid-Atlantic chapters established
- 2005** Leadership Institute launched
- 2005** 85 Corporate Partners, 2,500 individual members
- 2006** Research Triangle Park and Greater Philadelphia chapters established
- 2006** First HBA CEO—Laurie Cooke—hired
- 2007** E.D.G.E. in Leadership Study (Empowerment, Diversity, Growth and Excellence)
- 2007** Europe chapter established
- 2007** ACE award established
- 2007** 3,600 individual members
- 2008** Southern California chapter established
- 2009** St. Louis chapter established
- 2009** 5,100 individual members
- 2011** Florida and Ohio chapters established
- 2011** Star Volunteer award renamed the STAR (Strategic Transformation Achievement Recognition)
- 2012** 6,000 individual members
- 2014** 7,000 individual members
- 2014** 25th anniversary of WOTY
- 2014** Luminary award established
- 2015** HBA Next launched
- 2015** 2020 HBA strategic plan
- 2016** Corporate board of directors strategic realignment
- 2016** Kansas City and Dallas-Fort Worth chapters established
- 2016** 120 Corporate Partners
- 2017** Gender parity microsite launch
- 2017** First male board of director member
- 2017** ACE award expanded
- 2017** 8,000 individual members

In our annual survey, member volunteers shared that their involvement in the HBA helped...



Of those reporting career advancement...

@HBAnet
HBAnet.org



state of the HBA finances 2017

HEALTHCARE BUSINESSWOMEN'S ASSOCIATION, INC.

STATEMENTS OF FINANCIAL POSITION December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 1,267,856	\$ 1,179,008
Investments	249,048	254,624
Designated investments - deferred compensation plan	104,882	87,722
Accounts receivable	187,851	125,636
Prepaid expenses	<u>18,686</u>	<u>40,056</u>
Total Current Assets	1,828,323	1,687,046
Investments, net of current portion	2,021,581	2,301,397
Intangible assets, net	<u>88,615</u>	<u>161,469</u>
Total Assets	<u>\$ 3,938,519</u>	<u>\$ 4,149,912</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 898,972	\$ 383,004
Deferred revenue	888,277	938,228
Deferred compensation plan obligation	<u>104,882</u>	<u>87,722</u>
Total Current Liabilities	<u>1,892,131</u>	<u>1,408,954</u>
Net Assets - Unrestricted		
Designated for deferred compensation plan	104,882	87,722
Undesignated	<u>1,941,506</u>	<u>2,653,236</u>
Total Net Assets	<u>2,046,388</u>	<u>2,740,958</u>
Total Liabilities and Net Assets	<u>\$ 3,938,519</u>	<u>\$ 4,149,912</u>

state of the HBA finances 2017 cont.

HEALTHCARE BUSINESSWOMEN'S ASSOCIATION, INC.

STATEMENTS OF ACTIVITIES

Years Ended December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Support and Revenues		
Meetings, workshops and conferences	\$ 2,208,552	\$ 2,104,241
Individual memberships	1,142,632	1,052,956
Corporate memberships	1,085,821	906,376
Special events - <i>Woman of the Year</i>	826,770	699,128
In-kind contributions	172,019	251,319
Other revenue	225,181	114,018
Investment return	117,469	30,731
Foreign exchange (loss) gain	(145)	101
Total Support and Revenues	<u>5,778,299</u>	<u>5,158,870</u>
Expenses		
Payroll and personnel related	2,721,637	2,488,842
Events, meetings, workshops and conferences	1,537,971	1,495,617
Special events - <i>Woman of the Year</i>	587,753	598,737
Technology and communications	339,086	252,050
Donated services, materials and facilities	172,019	251,319
Travel, meals and entertainment	307,265	226,125
General and administrative	202,392	178,308
Professional fees	381,705	131,675
Research	11,600	67,838
Marketing and advertising	94,276	63,716
Amortization	72,855	54,925
Miscellaneous expense	5,542	26,625
Printing and postage	21,944	24,158
Insurance	16,824	10,500
Total Expenses	<u>6,472,869</u>	<u>5,870,435</u>
Change in unrestricted net assets	(694,570)	(711,565)
Unrestricted net assets, beginning of year	<u>2,740,958</u>	<u>3,452,523</u>
Unrestricted net assets, end of year	<u>\$ 2,046,388</u>	<u>\$ 2,740,958</u>

state of the HBA finances 2017

HEALTHCARE BUSINESSWOMEN'S ASSOCIATION, INC.

STATEMENTS OF CASH FLOWS

Years Ended December 31, 2017 and 2016

	<u>2017</u>	<u>2016</u>
Cash Flows from Operating Activities		
Change in unrestricted net assets	\$ (694,570)	\$ (711,565)
Adjustments to reconcile change in unrestricted net assets to net cash from operating activities:		
Amortization	72,855	54,925
Bad debts	-	10,012
Unrealized (gain) loss on investments	(93,451)	89,760
Realized loss (gain) on investments	40,697	(34,803)
Change in value of deferred compensation plan trust assets	(17,160)	(6,056)
Increase (decrease) in cash from		
Accounts receivable	(62,215)	(5,116)
Prepaid expenses	21,370	(33,540)
Accounts payable and accrued expenses	515,968	(204,493)
Deferred revenue	(49,951)	(59,478)
Deferred compensation plan obligation	<u>17,160</u>	<u>6,056</u>
Net Cash from Operating Activities	<u>(249,297)</u>	<u>(894,298)</u>
Cash Flows from Investing Activities		
Purchase of internal-use software	-	(57,518)
Proceeds from sale of investments	1,622,647	1,684,600
Purchase of investments	<u>(1,284,502)</u>	<u>(2,021,626)</u>
Net Cash from Investing Activities	<u>338,145</u>	<u>(394,544)</u>
Net change in cash and cash equivalents	88,848	(1,288,842)
Cash and cash equivalents, beginning of year	<u>1,179,008</u>	<u>2,467,850</u>
Cash and cash equivalents, end of year	<u>\$ 1,267,856</u>	<u>\$ 1,179,008</u>
Supplemental Disclosure of Cash Flow Information:		
Donated and contributed services, materials and facilities	<u>\$ 172,019</u>	<u>\$ 251,319</u>

HBA 2017 flagship events

Woman of the Year (WOTY)

Innovation. Inspiration.

nearly

2,200

attendees in New York City

17 virtual (live-streaming)
viewing sites

68

women in healthcare
honored as
HBA Rising Stars

35

Rising Stars who've
gone on to exceptional
careers recognized as
HBA Luminaries

1

exceptional man
honored as the
HBA Honorable Mentor

1

extraordinary volunteer
honored as the
HBA STAR

1

inspiring healthcare
leader chosen as
the HBA Woman of
the Year (WOTY)



2017 Honorees celebrate

2017 woman of the year

Woman of the Year, Honorable Mentor and STAR Share Words of Wisdom



“I am humbled to receive this recognition and to join the distinguished list of HBA Woman of the Year recipients who have come before me, working so tirelessly to improve patient lives. I am proud to say that at MedImmune, about 50 percent of our employees are female and our leadership team is equally diverse. As the HBA Woman of the Year, it is a privilege for me to represent not only these talented female innovators, but also so many amazing women in the healthcare industry.”

Bahija Jallal, PhD, executive vice president, AstraZeneca, head of MedImmune

[Click here to see Bahija’s acceptance speech on HBA’s YouTube channel.](#)



The Woman of the Year is an inspiration to all because of her leadership style, executive presence and business savvy, and is supportive of the HBA and its core purpose to further the advancement and impact of women in the business of healthcare. She serves as a role model for other women to aspire to, as well as for companies to consider how they are supporting the advancement of women within their own organization. It is through the development of women within our healthcare industry that we will move the needle on women’s relevant representation at all levels.

2017 honorable mentor



“I am thrilled to be named the 2017 HBA Honorable Mentor. As a recent U.S. citizen, I deeply appreciate the importance of diversity and inclusion in ensuring business success. I am humbled to have had the privilege of working with, and for, some of the industry’s most talented female leaders. I firmly believe diversity of thought, ideas and experience is critical to ensuring Johnson & Johnson remains at the forefront of innovation.”

Joaquin Duato, worldwide chairman, pharmaceuticals, Johnson & Johnson

[Click here to see Joaquin’s acceptance speech on HBA’s YouTube channel.](#)



An Honorable Mentor is a leader who demonstrates long-term support for the advancement of women in the healthcare industry, has a personal dedication to developing, mentoring and promoting women in the industry, and who has been supportive of the HBA’s goals.

2017 HBA star (Strategic Transformation Achievement Recognition)



“Since the days of carrying the bag, I’ve been in awe of the caliber and talent of women that make up the DNA of the HBA family—like-minded women who are motivated to improve healthcare outcomes while championing each other’s professional and personal dreams. I’m humbled to be a part of this family. Through the leadership roles I have held within the HBA, I recognized my strengths and professional desires, while constructing personal aspirations that I didn’t think possible. These aspirations have led to successes exceeding my expectations and continue to take me on an awesome life journey. Receiving this prominent recognition not only validates the work I’ve done, but inspires me to do more work around women’s leadership development.”

Ceci Zak, principal and chief operations officer, Batten & Co., a member of the Omnicom Group of executive search consulting firm Spencer Stuart

[Click here to see Ceci’s acceptance speech on HBA’s YouTube channel.](#) 

An HBA STAR is a volunteer who stands apart as a truly exemplary role model for others, who has demonstrated a long-term commitment to furthering the HBA’s goals and who has strategically transformed the organization over the course of many years



Attendees celebrating at the Woman of the Year event



Award winners celebrating at the Woman of the Year event

2017 HBA luminaries

Luminaries are professionals with at least 20 years of professional industry experience, honored as leaders in the healthcare industry along with other award recipients at our annual Woman of the Year (WOTY) event.

Mary Lou Ambrus

Pfizer Inc.

Heather Attra

Alcon, a Novartis company

Colleen Carter

JUICE Pharma Worldwide

Diana Cucos

inVentiv Health

Claudia Curtis

BD

Belinda Dale

Shionogi Inc.

Fran DeGrazio

West Pharmaceutical Services, Inc.

Les Donworth

McCann Managed Markets

Rossana Gray

Sandoz

Kathy Haines

Deloitte LLP

Marie-Pierre Hellio Le Graverand-Gastineau

Pfizer Inc.

Diane Holman

athenahealth

Julie Iskow

Medidata Solutions

Tina Karunaratne

Astellas Pharma US, Inc.

Duda Kertesz

Johnson & Johnson

Simona King

Bristol-Myers Squibb Company

Laurie Kowalevsky

Eli Lilly and Company

Christine LaFave

Indivior Canada Ltd

Maite Lasmarias

Quest Diagnostics

Beth Levine

Regeneron Pharmaceuticals, Inc

Yolanda Lyle

Pfizer Inc.

Teresa Montes

Knowledgent

Melissa Morrow

Calcium USA

Michelle Parsons

Horizon Pharma plc

Amy Pott

Shire

Cindy Powell-Steffen

Bayer

Kate Priestman

GlaxoSmithKline

Alix Rizzolo

Stryker Corporation

Amy Spears

Walgreens Boot Alliance

Suneela Thatte

QuintilesIMS India

Alexandra von Plato

Publicis Health

Brianne Weingarten

Purdue Pharma L.P.

Debbie Weitzman

Cardinal Health

Ling Wu

Novartis Pharmaceuticals Corporation

Kristie Zinselmeier

Baxter International Inc.

2017 HBA rising stars

Rising Stars are professionals in the early-to-mid stages of their career, honored as leaders in the healthcare industry along with other award recipients at our annual Woman of the Year (WOTY) event.

Tanya Alcorn

Pfizer Inc

Jasmin Breitenbach

EY (Europe)

Susan Browne

Teva Pharmaceuticals

Neely Burkhardt

Magellan Rx Management

Jennifer Cahill

North Highland

Elena Cant

Takeda Pharmaceuticals

Rui Che

KPMG LLP

Eileen Cheigh Nakamura

Pfizer Inc

Alexandria Cherry

Eisai Inc.

Barbra Churco

Doximity

Crystal Darby, PhD

The Scienomics Group

Jennifer Dee

McCann Torre Lazur

Anisa Dhalla

UCB Inc.

Jennifer Di Benedetto

The Lockwood Group

Monique Dolecki

BD

Megan Fabry

The Bloc

Silvia Freyre

Inovalon

Linda Gray

Health & Wellness Partners LLC

Jennifer Gudeman

AMAG Pharmaceuticals

Libby Howe

Bayer

Amy Jamison

PublicisTouchpoint Solutions Inc.

Sonali Jasmin

Ogilvy CommonHealth Worldwide

Stephanie Krogmeier

Vertex Pharmaceuticals Incorporated

Saré Largay

Sanofi

Bea (Lavery)Leung

Genentech, Inc.

Susan Logan

Amgen, Inc.

Leverne Marsh

Novartis Pharmaceuticals Corporation

Allyson McMillan

Bristol-Myers Squibb Company

April Meijer

Discovery USA

Susana Moreira

Beacon Healthcare Communications

Adrienne Morgan

Havas Health

Elizabeth Murphy

Lundbeck

Casey Myburgh

Ketchum

Maja Nelson

Actelion Pharmaceuticals US, Inc.

Estelle Odet

Merck KGaA, Darmstadt Germany

Lindsay Olson

Giant Creative Strategy

2017 HBA rising stars cont.

Carrie Palmer

Takeda Pharmaceuticals

Nicole Paraggio

Accenture

Neena Patil

Novo Nordisk

Karin Payne

RB

Magdalene Pedersen

GlaxoSmithKline

Megan Persson

McCann Echo

Melissa Pirolli

QuintilesIMS

Els Poff

Merck & Co., Inc.

Alix Rancier

CDM New York

Michele Robertson

Mallinckrodt Pharmaceuticals

Lynn Rochon

TBWA\WorldHealth

Krystle Rodrigues

PwC

Christine Romean

M3 USA

Puja Sapra

Pfizer Inc

Gerianne Sarte

Johnson & Johnson

Fabienne Schlup-Hasselmann

Celgene Corporation

Maggie Smith

Concentric Health Experience

Katharine Spayde

Abbott

Ariane Spidel

Roche Diagnostics

Heidi Spurling

Ironwood Pharmaceuticals

Nicole Sweeny

Shire

Maria Tereno

Boehringer Ingelheim

Lindsey Thompson

Marina Maher Communications - Rx Mosaic

Anna Trudel

EY (Americas)

Lerryn Trzcinski

Daiichi Sankyo, Inc.

René van der Merwer

AstraZeneca - MedImmune

Emily Wert

ISPOR

Adilka White

UPS



2017 HBA RISING STARS AND LUMINARIES

HBA 2017 annual conference

A LEADERSHIP EVENT OF FIRSTS

With more than 1,100 attendees gathered in Philadelphia, HBA's sold out Annual Conference was accented by a number of association firsts.

- ▶ **First** Career Hacks session held in the **first-ever Experience Hall**.
- ▶ **First** look of new bold **"United Force for Change"** brand.
- ▶ **First** recognition of new ACE award honors and honorees.
- ▶ **First** time **#HBAimpact** trended on social media.



Channeling Your Inner Grit panel discussion with Fawn Germer, CEO, Women's Leadership Network




Attendees enjoying new Experience Hall

Read more about HBA's Annual Conference in the 2017 December *HBAAdvantage* magazine. 



The HBA proudly debuts the new "United Force for Change" brand to better represent our membership and advance our mission of gender parity in the workplace.

Check out the exciting United Force for Change video on HBA's YouTube Channel [here](#). 

HBA staff and advance committee members: Phil George, Nancy White, LeAnna Carey, Joe DePinto and Lauren Peck celebrate the launch of HBA's bold and refreshed brand

HBA 2017 ACE award winners



Bristol-Myers Squibb Network of Women (B-NOW) and athenahealth's Women's Leadership Forum

(left to right) Rhonda Johnson, 2017 HBA board chair, EVP, Market Performance Group; Dr. Mary Christian, head of the Strategic Collaborations Group, US Oncology, Bristol-Myers Squibb; Laurie Cooke, RPh, HBA CEO; Anna Maria Anthony, chairwomen, Women's Leadership Forum, athenahealth; Brandon H. Hull, co-founder and managing partner, Cardinal Partners, and board of directors, athenahealth; and Shannon Resetich, 2017 HBA board vice-chair, chief commercial officer, ActivCore

To read interviews with the women spearheading Bristol-Myers Squibb and athenahealth's award-winning programs, view the story in the December *HBA*Advantage [here](#). 

ACE (Advancement. Commitment. Engagement.) awards recognize internal leadership programs that perform by advancing and enhancing the careers of women in their respective organizations.

ACE award winners are selected via a rigorous and independent screening process against five criteria:

- ▶ *Measurable results and impact on target population; quantitative benchmarks*
- ▶ *Business performance - the degree to which the initiative supports the overall business*
- ▶ *Stewardship - the depth of commitment to the program*
- ▶ *Execution - the effectiveness of program execution*
- ▶ *Sustainability - the survivability of the program beyond initial years*

thank you

Corporate Partners and Sponsors

Thank you to the companies who make the HBA's mission of advancing women in the business of healthcare possible with their generous support, both in funding and in the spirit within their own organizations.

2017 HBA Corporate Partners

Abbott	Habergeon, LLC	Purdue Pharma L.P.
AbbVie Inc.	Havas Health & You	PwC
Accenture	Health & Wellness Partners, LLC	Quantum Health
Actelion Pharmaceuticals US, Inc.	Heartland Blood Centers	Quest Diagnostics
Advanced Clinical	Horizon Pharma plc	Radius Health
Alcon, a Novartis Company	Indivior PLC	RB
Alexion Pharmaceuticals, Inc.	Inovalon	Regeneron Pharmaceuticals, Inc.
Alnylam Pharmaceuticals	Insigniam	Relypsa, Inc.
AMAG Pharmaceuticals	IQVIA	Roche Diagnostics
AmerisourceBergen Corporation	Ironwood Pharmaceuticals	Sandoz
Amgen Inc. (includes Onyx)	ISPOR	Sanofi
Astellas Pharma US, Inc.	Johnson & Johnson	Shionogi, Inc.
AstraZeneca Pharmaceuticals LP/MedImmune	JUICE Pharma Worldwide	Shire
athenahealth	Ketchum	Strongbridge BioPharma plc
Baxter International Inc.	KMK Consulting, Inc.	Stryker Corporation
Bay City Capital LLC	Knowledgent	Syneos Health
Bayer	KPMG LLP	Sysmex America, Inc.
BD	LexisNexis Risk Solutions	Takeda Pharmaceuticals, Inc.
Beacon Healthcare Communications, Inc.	Lundbeck	Taylor Strategy Partners
Boehringer Ingelheim Pharma., Inc.	M3 USA Corporation	TBWA\WorldHealth
Bristol-Myers Squibb Company	Magellan Rx Management	Tesaro, Inc.
BTK Communications Group, LTD	Mallinckrodt Pharmaceuticals	Teva Pharmaceutical Industries Ltd
Calcium USA	Marina Maher Communications and Rx Mosaic	The Bloc
Cardinal Health	McCann Echo	The Lockwood Group
CDM NY - part of OmnicomHealth Group	McCann Managed Markets	The Scienomics Group
Celgene	McCann Torre Lazur	Theravance Biopharma
Cipla Inc.	Medidata Solutions	Trinity Partners
Concentric Health Experience	Medline Industries, Inc.	UCB, Inc.
Daiichi Sankyo, Inc.	Merck & Co., Inc.	UPS
Deloitte LLP	Merck KGaA	Veracyte, Inc.
Discovery USA	Mission Pharmacal Company	Vertex Pharmaceuticals Incorporated
Doximity, Inc.	Momenta Pharmaceuticals Inc	VMS BioMarketing
Eisai Inc.	North Highland	W2O Group
Eli Lilly and Company	Novartis Pharmaceuticals Corporation	Walgreens Boots Alliance
EY (Americas)	Novo Nordisk, Inc.	Wendy White Consulting
EY (Europe)	Ogilvy CommonHealth WW	West Pharmaceuticals Services
F. Hoffmann-La Roche Ltd	Performance Health	
Ferring Pharmaceuticals, Inc.	Pfizer Inc.	
Genentech, Inc.	PharmaVOICE	
Giant Creative Strategy	Practice Fusion	
GlaxoSmithKline	Publicis Health, LLC	
greyhealth group	Publicis Touchpoint Solutions, Inc.	

thank you cont.

2017 HBA Woman of the Year Sponsors

INFLUENCER



RUBY



DIAMOND



GOLD



BRONZE



thank you cont.

2017 HBA Annual Conference Sponsors

INFLUENCER



RUBY



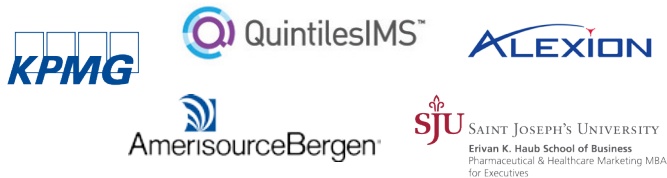
EMERALD



DIAMOND



GOLD



TOPAZ



MEDIA PARTNERS



2017 HBA Advisory Board

Thank you to the senior executives who provide strategic direction on how the HBA can further the advancement of women's careers in healthcare worldwide through HBA initiatives. The HBA advisory board is made up of an invited group of senior executives in the healthcare industry who represent a diverse membership and who are willing to support the HBA mission for a three-year term.

Paula Brown Stafford, adjunct professor, public health leadership, Gillings School of Global Public Health and Habergeon LLC

Carolyn Buck-Luce, executive in residence, Imaginal Labs LLC

Nick Colucci, CEO, Publicis Health

Jennifer Cook, senior vice president, global head product development clinical operations, Genentech, Inc.

Joaquin Duato, executive vice president and worldwide chairman, pharmaceuticals, J&J

Lisa George, vice president, global talent for international, Walmart

Geno Germano, board of directors, Bioverativ Inc.

Brian Goff, chief commercial officer, Alexion

Murdo Gordon, chief commercial officer, BMS

Adele Gulfo, executive vice president and chief strategy officer, Mylan

Bahija Jallal, president, MedImmune

Jacopo Leonardi, chairman and CEO, ActivCore

Nancy Lurker, CEO and board director, pSivida

Carol Montandon, chief quality officer, vice president quality and compliance, J&J

Terri Pascarelli, CEO, AIT Bioscience

Kristine Peterson, past CEO, formerly Valeritas, Inc.

Mary Pittman, DrPH, president and CEO, Public Health Institute

Kim Ramko, Americas advisory life sciences sector lead, EY

Kevin Rigby, principal, Rigby Consulting LLC

Shideh Sedgh Bina, founding partner, Insigniam

Christi Shaw, senior vice president, Lilly, and president, global bio medicines, Eli Lilly

Stuart Sowder, PharmD, JD, MBA, vice president of external medical communications, Pfizer Inc.

Susan Torroella, executive vice president, Wellness Corporate Solutions, LLC

Wendy White, rare disease commercial consultant, Wendy White Consulting

Ceci Zak, principal and COO, Batten & Co.

Tim Zuber, partner, KPMG

board of directors

EXECUTIVE COMMITTEE

Chair: Rhonda Johnson, executive vice president, Marketing Performance Group

Chair-elect: Shannon Resetich, global franchise head, hematology, Shire

Vice-chair: Rebecca Vermeulen RPh, global head, medical communications and patient engagement, Roche Pharma

Secretary: Taren Grom, co-founding partner, PharmaLinx, editor-in-chief, PharmaVOICE

Treasurer: Simona King, head of finance, global enterprise services, Bristol-Myers Squibb

DIRECTORS AT LARGE

Helen T. Cooke, founder, Cooke Consulting Group, LLC

Joe DePinto, president, Cardinal Health Specialty Solutions

Julie Ross, president, Advanced Clinical

LeAnna Carey, founder, Women Who Innovate

Lynda McDermott, president, EquiPro International

Melissa Stahl, senior director, KPMG

CHAIR, COUNCIL OF CHAPTER PRESIDENTS

Liz Paulson, strategic account executive, LexisNexis



(Back row, left to right) Elizabeth Paulson, Helen Cooke, Julie Ross, Joe DePinto, LeAnna Carey, Taren Grom and Lynda McDermott. **(Front row, left to right)** Melissa Stahl, Shannon Resetich, Rhonda Johnson, Laurie Cooke and Simona King. *Not pictured: Rebecca Vermeulen, RPh*

letter from the CEO



Two thousand seventeen was a year of evolution for this 40-year strong organization.

It was a year that found us deep in the process of change, as we ran both our former operating model and our new HBA Next model in parallel in order to ensure that we move forward thoughtfully in expanding our network of impact. It was a year of continued financial and resource investment, as we worked to solidify our position as the sophisticated, nimble organization that bold progress on gender parity requires. And it was a year of ingenuity, as we worked to implement new technologies and innovations to allow us all to move more quickly toward our mission.

Perhaps most of all, 2017 was a year of seeing beyond ourselves to the greater possibilities of partnership on all levels. As Rhonda noted in her opening letter, we welcomed our first man onto our board of directors, allowing us to live more fully into our mission not just of women's advancement, but of true gender parity. We also launched our Gender Parity Collaborative to bring together 12 prominent leading healthcare organizations for bold action, allowing us to live more fully into our mission of making gender parity a business priority.

Further, we continued our efforts to improve the experiences of our members and volunteers. In addition to moving ever forward in the implementation of our HBA Next model to support our volunteer leaders, we automated our event digest, and added online workshop registration for our Annual Conference. These changes will allow our volunteers and members to engage more fully with the HBA's offerings, opportunities, and mission.

This year's efforts culminated in revealing to a record-breaking crowd of 1,100+ Annual Conference attendees our new brand identity: the HBA as a united force for change. This empowering identity will fuel our core purpose more powerfully and boldly than ever before as we move into 2018.

Laurie Cooke, RPh, CAE
HBA CEO



373 Route 46 West Bldg. E, Suite 215
Fairfield, NJ 07004
Phone: +1 (973) 575-0606
Fax: +1 (973) 575-1445
Email: info@hbanet.org

www.hbanet.org