



# Geneva Pharma Forum

Friday 9 May 2014  
Vieux Bois, Avenue de la Paix 12, Geneva 1202 Switzerland

## *Bringing Psoriasis into the Light*



### ***Pete Forster***

#### ***Broadcast journalist***

Pete Forster is an experienced broadcast journalist. His most recent role was as senior editor of news and programmes for World Radio Switzerland, a public service broadcaster and part of the Swiss Broadcasting Corporation. In that position he had overall responsibility for editorial direction of the station. Mr Forster has hosted and moderated many events including round table discussions at the World Trade Organisation, a number of conversations for UNCTAD and, most recently, a renewable energy forum at St Gallen University.



### ***Mario Ottiglio***

#### ***Director, Public Affairs & Global Health Policy IFPMA***

Mario Ottiglio is Director, Public Affairs & Global Health Policy at the IFPMA where he has been working since 2007 in positions of increasing responsibility. At IFPMA, Mr. Ottiglio leads on interactions with key stakeholders such as governments, international organizations and civil society and coordinates IFPMA Members' policy positioning on current global health issues. He is also the IFPMA policy lead on the WHO Global Strategy and Plan of Action for Public Health, Innovation and IP. Prior to joining the IFPMA, he worked as a consultant, both for governments and private firms. An Italian national, he holds an MA in Political Science from the Naples Eastern University.



## **Kim D Kjøller**

### **Senior Vice President of Global Development LEO Pharma**

Dr. Kim Domela Kjøller is Senior Vice President for Global Development at LEO Pharma. He joined LEO Pharma in 2010, after holding executive positions at other pharmaceutical companies in Denmark.

He received his degree in medicine from Copenhagen University Medical School in 1994, after which he held a position in the Department of Plastic Surgery at Copenhagen University Hospital, before continuing on to the Danish Cancer Society and later to industry.

Dr. Kjøller has authored and co-authored over 35 scientific publications, speaks regularly at scientific and industry meetings in Europe and the United States, and is a member of the Board of FADL, the union for Danish medical students.



## **Steve O'Dell**

### **CEO International Psoriasis Council (IPC)**

Mr. Steve O'Dell is Chief Executive Officer at the International Psoriasis Council (IPC). As head of IPC, Mr O'Dell is responsible for developing and leading the IPC strategic plan to evolve and expand the organization reach with a focus toward addressing key issues within the scientific, educational and patient care areas. He will also work to enhance IPC's influence in the dermatology field through identifying and developing collaborative partnerships with scientific organizations, representatives from industry and academia, health care vendors, international and national nonprofit agencies and other public and private organizations.

Mr. O'Dell's background includes more than 24 years as a leader in both for-profit and nonprofit healthcare companies. From 2008, until he joined the IPC in January 2014, he held the position of Owner and President of a home healthcare company he started in Erie, PA (USA). Prior to that venture, Mr. O'Dell held various leadership positions in the medical research, biopharmaceutical, and medical education industry, beginning in 1990. His expertise includes in-depth knowledge and experience in regards to the process of clinical drug development and commercialization, with an emphasis on psoriasis, psoriatic arthritis and other immune mediated inflammatory disorders. Mr. O'Dell holds a Bachelor of Arts degree in International Business and Economics and an Associates of Applied Science degree from The State University of New York.

Founded in 2004, The International Psoriasis Council (IPC) is dermatology led, voluntary, global nonprofit organization dedicated to innovation across the full spectrum of psoriasis through research, education and patient care. The mission of the IPC is to empower our network of global key opinion leaders to advance the knowledge of psoriasis and its associated comorbidities, thereby enhancing the care of patients worldwide.



***Barbra Bohannan***  
***Head of Operations and Strategic Communications***  
***International Federation of Psoriasis Associations (IFPA)***

IFPA, the International Federation of Psoriasis Associations, is a global NGO comprised of 50 national psoriasis patient associations, holding Special Consultative Status with UN ECOSOC, full member of IAPO (International Alliance of Patients' Organizations). The IFPA Secretariat is based in Stockholm, Sweden. Ms. Bohannan is responsible for the daily and strategic operations and communications of IFPA, to ensure that all activities are aligned with the overall mission and goals for the organization and to further its development globally.

**Secretary of the Scientific Executive Committee for the 4th World Psoriasis & Psoriatic Arthritis Conference 2015.**

The World Psoriasis & Psoriatic Arthritis Conferences are scientific multi-disciplinary meetings held every three years, with the aim of providing an international platform for the sharing of scientific information and best practice for dermatologists, rheumatologists, general practitioners and allied health professionals, primarily active within psoriasis and psoriatic arthritis. As Secretary of the Scientific Executive Committee, Barbra oversees the development and implementation of the scientific program and acts as liaison between the Scientific Executive Committee and the Organizing Committee.

Ms. Bohannan has lived with both psoriasis and psoriatic arthritis since she was very young.



***Mahira Hamdy El Sayed***  
***Professor of Dermatology and Venereology***  
***Ain Shams University***

Professor Mahira Hamdy El Sayed is a Professor of Dermatology and Venereology Ain Shams University Cairo Egypt and the administrative Medical director of the department.

She Graduated from Ain Shams University in Dec 1980 with honors, got her Master's Degree 1984 and her M.D degree 1989 as joint supervision between Ain Shams University and Glasgow University Scotland U.K

Prof. El Sayed published several national and international publications, also she has been a speaker in several national and international conferences.

She has special interest in Psoriasis .3 years ago, she established a Psoriasis clinic that is running on weekly basis.