

**AnnaMaria DeSalva**  
[annamaria.desalva@hillandknowlton.com](mailto:annamaria.desalva@hillandknowlton.com)

---

**SUMMARY**

Healthcare communications executive currently leading global practice for world's largest public relations consultancy. Career distinguished by rigor and impact as an architect and leader of initiatives that improve healthcare delivery, consumer understanding and behavior, standards and policy, access to emerging technologies, as well as client profile and reputation.

**PROFESSIONAL EXPERIENCE**

**HILL AND KNOWLTON – A WPP Company**  
WORLDWIDE DIRECTOR OF HEALTHCARE

**New York, NY**  
10/06 to present

Lead 300+ professionals serving healthcare clients in the US, Europe, Canada, Asia-Pacific and Latin America. Establish and drive the firm's growth strategy in healthcare; integrate its assets to address the complex communications needs of client organizations active throughout the ecosystem. Renew practice reputation to support comprehensive global re-positioning firmly rooted in the role of effective communication in healthcare transformation/ health systems change. Serve firm as member of worldwide executive committee.

- In first six months, doubled healthcare revenue in flagship office, adding significant global engagements.
- Transform U.S. region's performance and attract leading talent from industry and government.
- Serve as senior counsel to priority clients in pharmaceuticals, biotechnology and medical technology on issues shaping the industry, including risk management and communication, consumerization, health technology assessment, market access, quality and safety standardization, global health, reputation.
- Create new products and services drawing broadly on H&K and WPP network assets.
  - Meet the needs of clients who require teams that can work beyond traditional mandates.
  - Integrate firm's services in consumer marketing, information technology, digital communication, policy to drive client outcome.
- Develop and implement global positioning strategy and thought leadership platform.

**GCI GROUP – A WPP Company**

WORLDWIDE MANAGING DIRECTOR, GCI HEALTHCARE  
EXECUTIVE VICE PRESIDENT, GCI HEALTHCARE NORTH AMERICA

**New York, NY**  
03/05 to 09/06  
04/02 to 03/05

Build and lead global healthcare practice for GCI Group, the agency's largest business unit. Serve as one of four executives on agency's global management board.

- Organizational strategy/growth: Stabilized and expanded GCI North America's core product marketing communications business in 2002. Evolved business strategy and grew portfolio beyond pharmaceutical marketing to include medical technology, biotechnology and information technology sectors. Expanded practice structure and leadership to align organization with strategy and create more dynamic development opportunities for mid- to senior-level staff.
- Client strategy/product marketing: Develop communications strategy for healthcare products at various lifecycle phases in cardiology, infectious disease, metabolics, neurology, oncology, ophthalmology, primary care, women's health. Created new specialty in strategic market development to overcome negative market dynamics that impede technology adoption.
  - Conceived landmark initiative to expand access to a well established medical technology, through effective communication of risk/benefit and comprehensive stakeholder alignment for change. Program's humanitarian and commercial impact was recognized with highest honors by every industry awards program in 2005.
- Client strategy/corporate positioning and reputation: Lead corporate reputation initiatives for executive leadership teams at major life sciences companies. Lead agency's' strategic planning efforts for two major clients' corporate foundations to drive performance in corporate social responsibility. Position a leading information technology company in healthcare to rapidly establish credibility and leadership; align with corporate re-branding initiative; develop comprehensive digital health communications platform; train executive leadership.

- Client strategy/issues management: Crafted management model subsequently implemented at a major pharmaceutical company to address ongoing issues management and communications burden associated with a product withdrawal. Create new issues management approach to address quality issues and fundamental stressors challenging performance of implantable cardioverter defibrillators on behalf of a medical technology client. Developed and implemented comprehensive issues management and public affairs training program for pharmaceutical clients.

**BRISTOL-MYERS SQUIBB COMPANY**

**New York, NY; Paris, France**

|   |               |
|---|---------------|
| DIRECTOR/BRISTOL-MYERS SQUIBB FOUNDATION INC.   | 01/00 – 04/02 |
| DIRECTOR/INTERNATIONAL PUBLIC AFFAIRS           | 09/99 - 01/00 |
| ASSOCIATE DIRECTOR/INTERNATIONAL PUBLIC AFFAIRS | 10/96 - 09/99 |

*DIRECTOR/BRISTOL-MYERS SQUIBB FOUNDATION INC.* *01/00 – 04/02*

Conceived and directed philanthropic strategies that advanced the mission of Bristol-Myers Squibb Company (BMS) and the Bristol-Myers Squibb Foundation (BMSF) and raised corporate leadership profile. Led strategic planning across all program areas and directed signature programs in women’s health, international health, biomedical research.

- Worked with executive leadership throughout BMS and select external experts to analyze and identify key points of intersection between external unmet need and internal assets and strategic interests.
- Collaborated with women’s health community and offices of women’s health at NIH, CDC, FDA to refine grant making agenda and advance knowledge, practice, outcome in health promotion to women with major chronic conditions.
- Increased BMS commercial teams’ engagement with Foundation to create programs that developed markets and raised leadership profile.
- Chaired interdisciplinary task forces to develop program concepts and external partnerships.
- Collaborated with BMS government affairs to identify and leverage programs’ potential to influence public policy.
- Represented BMSF with key external partners and stakeholders, including health ministries, legislators, NGOs and media in the United States, Europe, China and Thailand.
- Led biomedical research grants program in oncology and infectious disease.

*DIRECTOR/INTERNATIONAL PUBLIC AFFAIRS* *09/99 - 01/00*

Developed operations-based public affairs competency in ex-U.S. markets, with a focus on Latin America and Asia-Pacific. Created two-year business plan, which was subsequently implemented to centralize product public relations and corporate affairs strategy in major markets.

*ASSOCIATE DIRECTOR/INTERNATIONAL PUBLIC AFFAIRS* *10/96 - 09/99*

Responsible for worldwide and European communications strategies to develop the market and drive appropriate access to TAXOL, the company’s flagship brand at the time. Developed and directed core marketing communications, issues management and government relations programs; collaborated closely with worldwide and regional franchise management, national operations, and lifecycle management teams on key marketing communications platforms and emerging issues. Worked with local operations to develop new national strategies and implement regional programs. Supported development of IPA practice area; provided critical assessments of emerging needs/opportunities across the worldwide medicines group. Highlights include:

- Developed European regional strategy to increase opinion-leader, patient and government focus on under-funding of anti-cancer treatments throughout Europe.
- Drove communications campaigns to overcome reimbursement obstacles.
- Created European communications strategy for TAXOL exclusivity, issues management; managed all internal and external communications outputs of exclusivity milestones and related regional litigation.
- Managed company’s largest market development program, *Caring about Women and Cancer*, a pan-European research and patient advocacy effort. Oversaw research protocol and data analysis (n=15,000), manuscript development and publication strategy (EJC 1999), regional media strategy and roll-out in 15 countries.

**KETCHUM PUBLIC RELATIONS WORLDWIDE**

**New York, NY**

VICE PRESIDENT/ACCOUNT SUPERVISOR

01/96 - 10/96

Managed major accounts including those in CNS and women’s healthcare; critical care and HIV; and corporate communications, including CEO and other executive media platforms and speeches. Selected by senior management to mentor new supervisors.

**COONEY/WATERS GROUP INC.**

**New York, NY**

VICE PRESIDENT

01/94 - 01/96

Created international pre-marketing programs in support of an anti-cancer agent and trained European medical and marketing managers. Directed policy campaign to support candidate Lyme disease vaccine.

**OGILVY ADAMS & RINEHART**

**New York, NY**

SENIOR ASSOCIATE

09/90 - 01/94

Directed work on behalf of clients’ flagship brand, an antiviral, including consumer and professional outreach for all indications. [AAE 9/90 to 7/91; Associate 7/91 to 06/92; Senior Associate 06/92 to 01/94]

***SELECT COMMITTEES, HONORS, PUBLICATIONS***

|   |                  |
|---|------------------|
| Founding member: Scientific Committee, World Summit Against Cancer  | 09/99 to present |
| Charter of Paris Against Cancer (original author as commissioned by D. Khayat)                              | 01/00            |
| Aspen Think Tank, National Breast Cancer Coalition ( <a href="http://www.natlbcc.org">www.natlbcc.org</a> ) | 06/00 to present |
| YWCA of NYC Academy of Women Achievers  | 11/03 to present |
| PR View, Medical Marketing & Media  | 04/04            |
| PRWeek Public Affairs Campaign of the Year  | 03/05            |
| Public Relations Society of America-NY Public Affairs Campaign of the Year                                  | 05/05            |
| Public Relations Society of American-NY ‘Best of the Best’  | 05/05            |
| Holmes Report Healthcare Internet Campaign of the Year Sabre Award  | 05/05            |
| Public Relations Society of America: Silver Anvil for Public Affairs Campaign of the Year                   | 06/05            |
| Director, Project Sunshine ( <a href="http://www.projectsunshine.org">www.projectsunshine.org</a> )         | 03/06 to present |
| Chair, Thought Leadership Committee, PRSA-NY  | 10/06 to present |

***EDUCATION***

|   |   |
|---|---|
| The College of William & Mary   | B.A. English literature, awarded with honors                        |
| University of California Berkeley/<br>Universitat Pompeu Fabra, Barcelona | Advanced Health Leadership Forum<br>(certificate awarded July 2006) |