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Head of Regulatory Post-Market Research
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EDUCATION

- **Doctor of Philosophy (2020)**
Public Health, Health Promotion and Health Behavior
Oregon State University | Corvallis, OR
Dissertation: *Characterizing Combustible and Electronic Cigarette Use During the Perinatal Period*
- **Master of Public Health (2016)**
Health Promotion and Health Behavior
Oregon State University | Corvallis, OR
- **Bachelor of Science (2013)**
Anthropology, minor in Biology
Virginia Commonwealth University | Richmond, VA

RELEVANT EXPERIENCE

***Head of Regulatory Post-Market Research (October 2023 – Present)**

Global Regulatory Insights

Philip Morris International | Washington, D.C.

- Direct the strategic approach for and oversee a portfolio of primary studies and secondary analyses to monitor and assess the impact of smoke-free products in the U.S. and in the Rest-of-the-World.
- Lead the postmarket research team in FDA-related periodic reporting activities and external engagement efforts, including the research dissemination (e.g., peer-reviewed manuscripts, scientific conference presentations).
- Direct the identification, promotion, and implementation of research standards to advance the quality and impact of evidence generated from postmarket research.

***Senior Research Scientist (September 2021 – September 2023)**

Regulatory Sciences / Population Sciences & Data Analytics

Juul Labs, Inc

- Created the Regulatory Science Post-Market Reporting Program, including:
 - Developed a portfolio of primary studies and secondary analyses to satisfy critical post-market regulatory requirements (i.e., demonstrate product effectively transitions adult smokers away from cigarettes and does not appeal to nonusers, especially youth).
 - Designed and tailored post-market strategies for Pre-Market and Modified-Risk Tobacco Product Application submissions to the US Food and Drug Administration (FDA).
- Managed a portfolio of complex, business-critical regulatory studies from project scoping, proposal writing, and budget management, through study launch, implementation and reporting, including:
 - Longitudinal Purchaser Cohort Studies (domestic and international)
 - Cross-sectional, mixed-method consumer perception, comprehension, and behavioral intention studies

- Secondary analyses of complex, longitudinal (e.g., Population Assessment of Tobacco and Health Study) and cross-sectional (e.g., Behavioral Risk Factor Surveillance System) public health surveillance data.
- Coordinated and managed contractors and research vendors in the design, execution, and reporting of regulatory studies, ensuring brief is completed on time and within budget.
- Reviewed and approved study protocols to mitigate participant risk and ensure procedures align with governmental (domestic and international) regulations for the protection of human subjects (e.g., informing consumers of study risks and benefits; data collection and storage assures consumer confidentiality and conforms to data protection best practices and standards required by law).
- Planned and executed data quality evaluations throughout the study life cycle to ensure valid and complete data assets for each study.
- Managed and executed analyses on quantitative and qualitative study data.
- Led the dissemination of research findings via executive briefings, scientific conference presentations, study reports, and preparation of peer-reviewed publications.
- Led cross-functional team(s), including stakeholders from Regulatory Science, Consumer Insights, Commercial, Product Management, and User Experience Research, on the development and qualitative evaluation of marketing collateral to ensure mutual alignment with commercial and regulatory needs and requirements.

****Substance Use Disorder (SUD) Epidemiologist (August 2019 – September 2021)***

Public Health Division | Prevention

Lane County Department of Health and Human Services

Eugene, Oregon

- Led substance use disorder (SUD) prevention program strategic development via authoring state and federal grant proposals, managing project budgets, and developing and supporting the professional development of program team members.
- Planned and executed epidemiologic studies using state and Federal surveillance systems (e.g., BRFSS, PRAMS, NSDUH) to answer questions relating to 1) substance use SUD prevalence, usage patterns, and determinants; 2) SUD-related health disparities; and 3) the evaluation of SUD prevention programming across diverse and vulnerable populations.
- Created white papers and presented study findings to internal and external stakeholders and use findings to inform strategic development, implementation, and evaluation of local and state drug regulatory and public health policy.
- Substance use behavior subject-matter expert, specifically exclusive and intersecting use across substances, including alcohol, cannabis (combustible, vape, edible), opioids, combustible tobacco products, and nicotine vaping products.
- Directed Lane County Public Health organizational development, including leading and providing technical assistance for quality improvement projects across all public health departments.
- Collaborated with cross-functional departments and diverse community-based agencies to develop and implement SUD prevention programming, including a county-wide opioid overdose real-time surveillance and alert system.
- Mentored and trained graduate-level interns in epidemiologic research.

****Graduate Research Assistant (June 2018 – August 2019)***

Quantitative Methodology Lab

Oregon State University | Corvallis, OR

Supervisor: Dr. John Geldhof

Research areas: 1) Structural equation modeling; 2) Mixture modeling; 3) multilevel modeling and measurement invariance; 4) Positive Youth Development; 5) psychometric measurement of self-regulation

Research methodologist and statistical consultant for multiple national and international studies evaluating the relationship between intentional self-regulation and positive developmental outcomes across diverse cultural contexts.

- Designed, conducted, and interpreted statistical analyses for independent and client-directed research projects.
- Developed and implemented data management protocols.
- Prepared and delivered didactic presentations on quantitative methods to technical and non-technical audiences.
- Performed advanced statistical analyses (e.g., LCA, LPA, SEM) using SAS, R, and Mplus computer programming languages.
- Mentored and trained graduate students in research design, statistical theory, and analytic plan design/implementation.
- Co-authored **two** peer-reviewed manuscripts to disseminate findings to practitioner and scientific audiences.

***Graduate Research Assistant (April 2015 – August 2019)**

Nicotine & Tobacco Research Lab

Oregon State University | Corvallis, OR

Supervisor: Dr. Kari-Lyn Sakuma

Grant: R03CA180935 (P.I.: Sakuma)

Research areas: Tobacco Regulatory Science: 1) adolescent tobacco use behavior; 2) New and emerging tobacco product marketing/advertising, perceptions, and use; and 3) Prenatal tobacco use and cessation behavior.

Methodology subject-matter expert in FDA/NIH-funded, mixed-methods study exploring disparities in new and emerging tobacco product use behavior, reasons for use, consumer health perceptions, social influence, and advertising exposure among high-risk adolescents and young adults

- Developed and managed Institutional Review Board protocols.
- Compiled validated survey measures and developed survey instruments and interview protocols.
- Designed, conducted, and interpreted quantitative and qualitative analyses.
- Designed, developed, and disseminated community report to project stakeholders.
- Co-authored **one** peer-review manuscript and **four** accepted conference abstracts to disseminate study findings to public health practitioner and scientific audiences.

PRESENTATIONS AND PUBLICATIONS

Le, G., Goldenson, N., **Seifert, J.**, Shiffman, S., & Black, R. (2023). *A longitudinal prospective cohort study of adult JUUL2 Electronic Nicotine Delivery System purchasers in the United Kingdom*. Poster presentation at the Society for Research on Nicotine and Tobacco - Europe. September 11th - 12th, 2023. London, United Kingdom.

Selya, A., **Seifert, J.**, & Shiffman, S. (2023). *Dual use of cigarettes and JUUL over 24 months: Transitions to switching and changes in baseline cigarette consumption*. Poster presentation at the Society of Behavioral Medicine annual meeting. April 26th – 29th, 2023. Phoenix, AZ.

Seifert, J., Lee, A., & Warren, J. (2020). *Policy work isn't always linear: On the road to a cannabis-inclusive local indoor clean air policy*. Oral presentation at the American Public Health Association annual meeting. October 24th – 28th, 2020. Virtual.

Amantia, R. Irvin, V., Smit, E., **Seifert, J.**, & Garcia, J. (2020). Human trafficking: The relationship between government efforts & survivor punishment. *Journal of Global Public Health*, 15(10), 1496-1508.
<https://doi.org/10.1080/17441692.2020.1763421>

Sakuma, K.L., Dolcini, M.M., **Seifert, J.**, Bean, M.M., Fagan, P., Wilson, M., Felicitas-Perkins, J.Q., Blanco, L., & Trinidad, D.R. (2019). Hookah and electronic inhalant device use and perceptions among African American youth and young adults: Are we asking the right questions? *Health Education & Behavior*, 47(3), 391-401.
<https://doi.org/10.1177/1090198119876977>

Seifert, J. *Evaluating the short-term effects of a postpartum depression, education-only legislation using 2010-2011 Oregon PRAMS*. Oral presentation at the American Public Health Association annual meeting. November 10th, 2018 – 14th, 2018. San Diego, CA.

Sakuma, K.L., Greaves, M., **Seifert, J.**, Wilson, M., Fagan, P., & Trinidad, D. *Using comparative health perceptions of cigarettes to prevent new and emerging tobacco use among Black youth and young adults*. Panel presentation at the Society for Prevention Research annual meeting. May 29th, 2018 – June 1st, 2018. Washington, D.C.

Sakuma, K.L., **Seifert, J.**, Greaves, M., Blanco, L., Wilson, M., Fagan, P., Felicitas-Perkins, J., & Trinidad, D. *Little cigar/cigarillo marketing perceptions and exposures among African American youth and young adults*. Tobacco Policy Roundtable Presentation at the American Public Health Association annual meeting. November 4th – 8th, 2017. Atlanta, GA.

Sakuma, K.L., Greaves, M., **Seifert, J.**, Blanco, L., Fagan, P., Wilson, M., Felicitas-Perkins, J., & Trinidad, D. *Little cigar and cigarillo perceptions and use among African American youth and young adults*. Poster Presentation at the Society of Behavioral Medicine annual meeting. March 29th – April 1st, 2017. San Diego, CA.

Irvin, V.L., Faith, J., **Seifert, J.R.**, Shadley, H., & Kaplan, R.M. *Adherence to USPSTF or ACS guidelines and reading level of recommendations available from websites of licensed mammography facilities in Oregon*. Poster presentation at the American Public Health Association annual meeting. October 29th – November 2nd, 2016. Denver, CO.

Chac, C.L., Stapleton, A., **Seifert, J.**, & Sakuma, K.L. *Substance use and imagery in Hip-Hop, R&B, and popular YouTube music videos*. Poster presentation at the Oregon Public Health Association annual meeting. October 11th – 12th, 2015. Corvallis, OR.

Masiello, M., & **Seifert, J.** "High-Speed Rail, Synonymous with Increased Human Connection and Better Health." *Western Pennsylvania Healthcare News* [Indiana] July 2012, 7th ed.: 24. Print.

TECHNICAL REPORTS

Seifert, J. (2021). *Semi-annual Board of Health Report. Expanding Lane County's Indoor Clean Air Ordinance*. Presented to the Lane County Board of Health & County Commissioners. May 4th, 2021.
Report pdf available [here](#). | Presentation available [here](#).

Sakuma, K.K., **Seifert, J.**, Greaves, M., & Wilson, M. (2017). Community Report: Use and perceptions of new and emerging tobacco products among black youth and young adults. Publication supported by NIH, FDA, and CTP Award Number R03CA180935 (P.I.: Sakuma).

STATISTICAL PROGRAMMING PROFICIENCIES

SAS, MPLUS, R