



**2021-2022 Certification Board Candidates
Bios and Personal Statements**

LeAnn Berens
Prescott Medical Communications Group

Brief Bio

A 25-year career in the medical communications field, I have held various titles and responsibilities along the way:

- the past year with COVID affecting our lives and roles, it has been quite a learning dynamic as congresses switched from in person to virtual and the ability to adapt was immediate! Even though I have been in the field for a very long time, this field demands those who are in it to constantly evolve and adjust. I'm proud of my ability to do so!
- from my beginnings as an Account Executive at a global public relations firm where I was responsible for media relations on the successful Celexa launch for Forest Labs
- to my role as CME Division Supervisor leading our team and clients on all CME-related activities; then due to the pharma environment and subsequent firewall between Medical Affairs and Marketing
- to my role the last 10 years focusing nearly solely on publication planning
- including expertise on Sunshine Act reporting and trusted internal expert for advisory boards, KOL engagement

Having received my bachelor's degree in Communications/Journalism and spending 6 years post-college as newspaper editor/reporter, my writing and communication skills have allowed me to thrive.

Qualification Statement

I am qualified to serve because I have a passion about our profession, a drive to communicate its importance to others, and the professional experiences to serve as my backdrop and toolkit. It is a very unique and demanding arena that we all are in together and I would be honored to have the opportunity to hold this position where I can help drive others in our field to be their best. I can't tell you how excited I was years ago to learn there was a certification (ie, CMPP) to be had, and how many times I've provided my "CMPP study binder" to others in preparation for their testing! Aside from my professional experience, I have been told that people find me to be very approachable, trustworthy, and a good team member to be around. I feel those qualities are equally as important to professional experiences. Lastly, I am able to commit to this role as my two kids are now in college and I have more time to pursue this passion.



Sharon Blimm
Merck

Brief Bio

Sharon is currently a Director, Publication Manager at Merck. She has been leading the Genitourinary team (RCC, Prostate and Bladder) indications within the oncology franchise for the past 5 years. In addition to leading the GU team, she has also provided support to the Head and Neck and Women's Cancer publications teams. She is the lead point of publication contact for the AstraZeneca Joint Venture and lead point for the RCC indication for the Eisai Joint Venture. Sharon spearheaded the development of the External Collaboration Publication team within Merck. With a vast array of external collaborations within the growing oncology franchise a separate Publication Team was needed to fully review and discuss publications that were coming into Merck for review. She also helped educate some of these smaller collaborators on good publication practice.

Prior to her time at Merck, Sharon spent 16 years at Medical Communication Agencies. She started her career at Trinity Communications where she was tasked with developing the publication process. From there she worked at two other agencies, most recently at ApotheCom before joining Merck, where she drove global publication plans for numerous clients over the years.

Qualification Statement

Having worked with publication planning for the past twenty years, I feel like I have seen it all. From starting the process at my first company, implementing the process at other agencies, and then bringing my expertise to the pharmaceutical side. During my time working at agencies, I noticed that emphasis was not placed on obtaining your CMPP. Since joining Merck, it has been become a critical piece to learning and development. I recently joined the credentialing committee for ISMPP and learned more about the resources and initiatives that are available to those that seeking CMPP certification.

I think my background of having worked at agencies and now on the pharmaceutical side can be used as a bridge to stress the importance of the CMPP certification across both industries. Being a part of the credentialing committee has helped me see the work that is being done behind the scenes and think there are great resources that should be shared and broadcast more widely to help serve Publication Planning Professionals.



Dragana Dee Bojanic
Gilead

Brief Bio

Dee Bojanic, PhD, CMPP is the Head of Global Scientific Publications at Gilead Sciences. In her role, Dee is leading efforts on transforming publications department into a trusted global publications leader that is broadly recognized for planning and developing impactful scientific publications with the highest integrity that will benefit patient care. In addition, she has established Gilead's first publication policy and is working on optimizing and implementing the systems for publication development and tracking. Dee has over 12 years of experience in scientific and medical communications field with the focus on publication planning and development. Dee received her PhD in Biological Chemistry and her undergraduate degree in psychobiology at University of California, Los Angeles.

Qualification Statement

CMPP publication professional passionate about advancing good publication practices within pharma industry. Medical communications expert that has devoted more than 8 years of work experience within the publication field. Received first CMPP certification back in 2014 and is a strong supporter of increasing the number of certified medical publication professionals across the industry. Currently working on establishing publications department at Gilead Sciences that involves incorporating external publication standards into publication SOPs. This experience would be very relevant and valuable as an ISMPP Certification Board member.



Chris Brooks
AstraZeneca

Brief Bio

Since starting in Medical Communications around ten years ago I've gained a significant amount of experience across a couple of agencies working my way steadily up through from Account Executive to Account Director. I started out at inScience where I got the opportunity very early on to work on a wide range of projects, primarily in publications, covering established products as well as early pipeline. This experience gave me a solid base and after a few years I moved to Prime Global where I continued to focus on publications. It was here that I took the opportunity to build an increasing focus on publication planning as well as delivery resulting in me being invited to deliver a talk at CBI in 2018 alongside my client at the time. Whilst at Prime Global I was invited to take up a contract role as publications lead with AstraZeneca supporting the CVRM team. Having made a good impression with the team I took the opportunity to join AstraZeneca where I now work in respiratory.

Qualification Statement

Over the course of the last ten years I have built up a wealth of experience in publication planning and delivery with a number of different pharma companies across several therapy areas giving me some fantastic insight into the demands and expectations of companies ranging from small biotech to big pharma. Throughout that time I have constantly sought out opportunities to learn more about the planning process, how to develop and implement strategy, and stay up to date with new innovations, something I'd be keen to bring to this role. One thing I have always been keen on is how to improve things to make them simpler, more efficient or more user friendly and I'd like to use this opportunity to see what I can do working with the team at ISMPP.



Ann Gordon
CMC Affinity (McCann Health Medical Communications)

Brief Bio

Ann is a Managing Scientific Director at CMC Affinity (part of McCann Health). Over the last 18 years, she has gained project management and delivery experience across the whole spectrum of publication deliverables and covering all stages of a product's lifecycle. More recently, Ann has been involved in the development of plain-language summaries and working with patient authors across different publication deliverables. As part of her role, Ann provides senior account leadership and high-level scientific support to several account teams. This includes the development and sharing of best practice, solving operational challenges, commercial and financial awareness, and coaching and mentoring. She has a breadth of experience in oncology, neurology, and infectious diseases.

Ann became a Certified Medical Publication Professional™ in 2012. She has served as a member of the recertification committee since 2018 and was part of the ISMPP-EU 2021 organizing committee. Prior to joining CMC in 2003 as an Associate Medical Writer, Ann was involved in academic research through her PhD investigating the protective effects of breast feeding in Sudden Infant Death Syndrome (SIDS) as well as several post-doctoral positions investigating drug metabolism and the genetics of inflammatory responses in families who had been affected by SIDS or meningitis.

Qualification Statement

If elected, I would be honored to serve on the ISMPP Certification Board since this will allow me to use my wealth of experience to work with the Board and our members to shape the future direction of our profession. Through my work on the ISMPP Recertification committee and the 2021 ISMPP-EU organizing committee, I hope I have shown my passion and drive to help ISMPP find new ways to upskill publication professionals to ensure we have the knowledge and insights required to embrace our ever-expanding role.

In line with ISMPP's mission statement, integrity is my guiding principle and in this fast-paced world, I recognize the need to open our eyes and share best practice to ensure each one of us is working together to improve standards and reach new heights in terms of transparency in the reporting of medical and scientific research. Looking to the future, my fundamental belief is that within ISMPP, we must find ways to forge new relationships between publication professionals and the wider community, so each interaction takes us one step closer to achieving our shared goal of improving patient care.



Susan C Scott
Scott Pharma Solutions

Brief Bio

Since August 2014, I have been a director of Scott Pharma Solutions Ltd, providing consultancy principally to pharmaceutical companies in the management of scientific publications and data disclosure through clinical trial registries.

For a decade before that, I was the Director of Publications & Communications for Ipsen, a mid-size European pharmaceutical company. Responsible for establishing from scratch and then building the global publication management function to a team of publication managers supporting each franchise, I developed their publication policy and SOPs, and delivered several internal training programmes on publication ethics and trial registration and introduced publication management software to Ipsen. I also created and led the group managing clinical trial registration and results posting.

With a PhD in biochemistry from University of London, I previously worked for GSK as a cross-disciplinary project leader in neurology, managing the regulatory reviews of new drug applications for an anti-Parkinson agent, achieving approval in US and Europe and launches in major countries. We also developed controlled-release oral preparations and new treatment indications which involved managing external partnerships with other biopharma companies. Prior to that I gained extensive experience in clinical study management in several therapeutic areas and across Phases I-IV for GSK's heritage companies.

Qualification Statement

As a newly appointed publications manager in 2004/5, ISMPP was an excellent source of best-practice guidance and I was one who took the first CMPP exam in 2009, requalifying in 2014 and 2019 through recertification credits. I am passionate about training in many different aspects of scientific publication management; the ethical underpinning of scientific publications, clearly remembering when pharma companies chose what and who would publish; the need for robust processes for publication development and how activities are documented to prove adherence to standards; and how clinical data must be disclosed consistently not only at congresses and in manuscripts but now across multiple registries and databases enforced by regulatory agencies and the 'court of public opinion'. To that end, I have delivered talks, chaired panel discussions and moderated training workshops on these topics at many DIA, CBI and ISMPP conferences, accompanied by participating in the ISMPP European meeting committee, and subsequently 3 years on the Recertification Committee to understand and guide how educational sessions are awarded CMPP credits.



I am based in Europe, with a broad experience in drug development and scientific data disclosure and have a strong desire to encourage training and self-education of publication professionals. Now with 2 years' service on the ISMPP Certification Board, I am well-qualified to advance the CMPP certification, expanding its geographical and professional reach.



Megan Weigel
Bristol Myers Squibb

Brief Bio

Megan Weigel is the Publication Advisor Specialist at Bristol-Myers Squibb (BMS) where she provides guidance and training to colleagues and agency partners on company and industry publication policies, procedures, and SOPs. Previously, Megan has held roles in medical communication agencies, providing project management support to diverse pharmaceutical and biotech clients in a range of therapeutic areas since 2014. Throughout her career, Megan has developed materials and implemented training sessions to new employees as part of larger efforts to provide education on industry and client best practices. She has experience creating content for employee onboarding and promoting adherence to best practices.

Megan is ISMPP CMPP certified, and is a mentor within the CMPP mentorship program, where she provides guidance to publication professionals as they prepare to take the credentialing exam. She leads an initiative within BMS to encourage colleagues to gain CMPP certification and provides direct mentorship to them. Megan is also working with the Certification Board to revamp the mentorship program by recruiting existing CMPPs to serve, providing robust resources to mentors, and highlighting networking opportunities. Megan earned a BA in Organizational Communication from SUNY New Paltz.

Qualification Statement

As an existing member of the Certification Board currently serving as the Vice Chair, I consider myself an ideal candidate for re-election as I am passionate about enhancing the role of the medical publication professional within our industry, especially through the CMPP certification. I am an active member of ISMPP and endorse the organization's vision and mission through my daily work supporting good publication practices. Throughout my career I have assisted in enhancing the CMPP designation through my work with the mentorship program, writing test questions, as well as reviewing the most recent CMPP exam.

Through my efforts with the CMPP mentorship program, I have a deep understanding of the challenges and opportunities that face ISMPP members who are pursuing the CMPP credential, or who have recently earned their certification. I bring a broad range of experience from agency and industry, which places me in a unique position to continue the work stream within the Certification Board to champion and improve the exam, as well as evaluate the recertification policies and procedures. I appreciate your support for my candidacy to serve the ISMPP community and help extend the reach of ISMPP's vision through serving on this board.