

Evgeny Ivanov

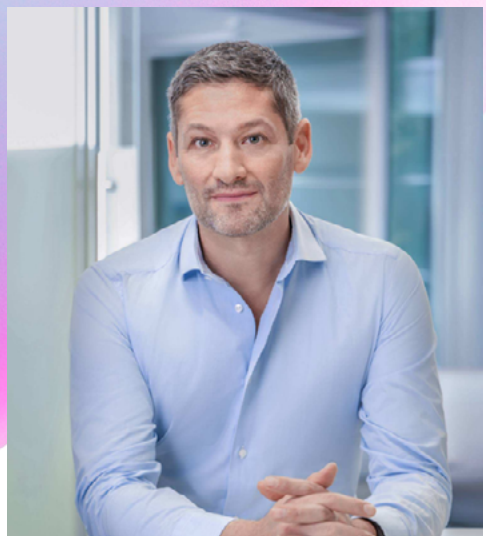
PRESIDENT PMFTC

Evgeny Ivanov (Zhenya) is the President of PMFTC Inc., the Philippine affiliate of Philip Morris International (PMI). As one of PMI's key leaders in the East & Southeast Asia Pacific & Global Retail Region, he plays a central role in strengthening the Philippines' position as a critical hub for smoke-free product innovation and manufacturing.

With nearly two decades of international experience across PMI, Zhenya has built a distinguished career defined by commercial transformation, a consumer-centric strategy, and business development. Before becoming President of PMFTC, he served as Director for Smoke-Free Products, where he led category acceleration and expansion of PMFTC's innovative smoke-free portfolio in the Philippines.

His leadership trajectory includes senior roles in various capacities within the organization with a focus on commercial operations and consumer engagement in Korea, Switzerland and Russia.

Fluent in English and Russian, Zhenya holds a degree in Management from the North-West Academy of Public Administration.



Tommaso Di Giovanni

VICE PRESIDENT COMMUNICATIONS & ENGAGEMENT, PMI

Tommaso Di Giovanni is Vice President Communications & Engagement at Philip Morris International (PMI). In his current role he is responsible for leading and supporting affiliates around the world in their efforts to share PMI's vision for a smoke-free future with the media and other stakeholders.

Since joining PMI in 2001, Tommaso has worked in various capacities within the organization with a focus on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in New York City), Brazil, and Italy. Prior to joining PMI, he was a trainee at the European Parliament's Communications with Citizens division and an R&D economist for a contractor to Eurostat, the Statistical Office of the European Union.

Tommaso holds a business management degree from Università Bocconi in Milan and Fundação Getulio Vargas (FGV) in São Paulo, Brazil.



Vassilis Gkatzelis

PRESIDENT EAST & SOUTHEAST ASIA, PACIFIC, AND PMI GLOBAL TRAVEL RETAIL REGION, PMI

Vassilis Gkatzelis is a global executive with over 20 years of international leadership experience in consumer goods, driving large-scale transformation and creating stakeholder value across Asia Pacific, Europe, the Middle East, Africa, and Global Travel Retail. His focus is on how innovation, regulation, and societal expectations intersect to shape sustainable performance, while building win-win partnerships and developing next-generation talent.

Vassilis is currently the President of the East & Southeast Asia, Pacific, and Global Travel Retail Region, and a member of PMI's International Leadership Team. He was appointed President of the East Asia, Australia, and Global Travel Retail Region in May 2024, with his responsibilities expanding in January 2026 to include Southeast Asia. Based in Hong Kong, he leads the Region's transition toward a smoke-free future underpinned by science, technology, and consumer-centric innovation.

Prior to this, he was President Director, PT HM Sampoerna Tbk, PMI's affiliate listed on the Indonesia Stock Exchange, overseeing the smoke-free and combustible business since 2022. Vassilis joined PMI in 2003 as a Management Trainee at Philip Morris Greece, during the acquisition and integration with Papastratos. He has held roles of increasing responsibility in marketing, sales, and general management across markets in Asia Pacific, Europe, the Middle East & Africa, and the Global Operations Center in Switzerland, where he served as Director of Commercial Approach Strategy & Deployment.

Since 2014, he has assumed roles in general management, including General Manager, Morocco, and Managing Director, Egypt & Levant, where he and his team built the smoke-free product category across all markets of the cluster. Before joining PMI, he worked at L'Oréal.

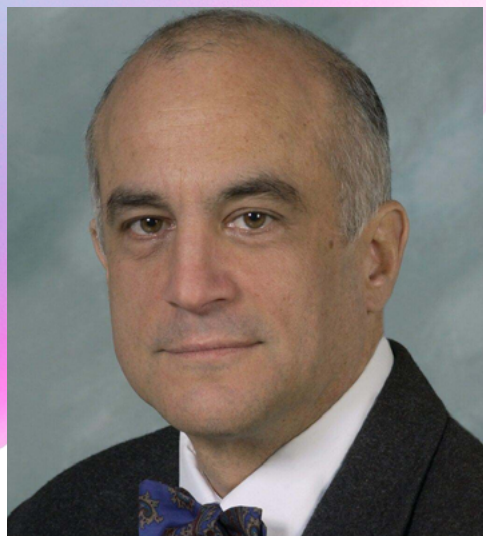
Vassilis holds a Global Executive MBA from INSEAD, as well as a Bachelor of Science and an MBA from the Athens University of Economics and Business, including studies at Erasmus University Rotterdam. He has undertaken executive leadership programs at Harvard Business School and Stanford Graduate School of Business and is a graduate of the FT Non-Executive Director Diploma.



Atty. Karen Jimeno

BROADCASTER AND PUBLIC AFFAIRS COMMENTATOR, BILYONARYO NEWS CHANNEL

Atty. Karen Jimeno is a Filipino lawyer, professor, and program host at Bilyonaryo News Channel (BNC). She anchors At the Forefront and co-hosts Abogado, bringing legal, business, and policy issues to a broad audience. She also serves as Chief Legal Counsel at SofCap Partners Private Equity and teaches law at San Beda University. A Fulbright Scholar, she holds graduate degrees from Harvard Law School and the University of California, Berkeley. She is also licensed to practice law in the Philippines and New York.



Dr. Brad Rodu

PROFESSOR EMERITUS OF MEDICINE
AT UNIVERSITY OF LOUISVILLE

Brad Rodu is a professor emeritus of Medicine at the University of Louisville in Kentucky, and held an Endowed Chair in Tobacco Harm Reduction (THR) Research at the James Graham Brown Cancer Center from 2005 to 2026. A native of Ohio, Brad earned his dental degree from the Ohio State University. After an oral pathology residency at Emory University, Dr. Rodu completed fellowships at the University of Alabama at Birmingham (UAB) that were sponsored by the American Cancer Society and the National Cancer Institute.

For thirty-two years Brad published research on THR, involving permanent nicotine maintenance through the adoption of vastly safer smoke-free tobacco products by smokers who are unable or unwilling to quit with conventional cessation methods. Brad was Chair of Oral Pathology at UAB when he published For Smokers Only: How Smokeless Tobacco Can Save Your Life in 1995. Since then, he has been in the forefront of research and policy development regarding THR.

Brad authored or co-authored over 70 peer-reviewed professional publications regarding tobacco that have appeared in a broad range of medical and scientific journals, including Nature, The American Journal of Medicine, Epidemiology and Journal of Clinical Oncology. He has written commentaries for the general press and served as an expert witness at a 2003 Congressional hearing on THR. Brad has spoken at international forums, including one at the British Houses of Parliament, and has testified at numerous state legislative hearings. His blog, RoduTobaccoTruth with over 700 entries linked to high-quality resources, has been accessed 6.5 million times.



Dr. Rogelio Varela Jr.

UROLOGIST AND CHAIR OF SURGERY DEPARTMENT AT HEALTHWAY QUALIMED HOSPITAL

Rogelio Varela Jr – Medical Doctor, Urologist and Chair of Surgery Department at Healthway QualiMed Hospital.

Dr. Rogelio F. Varela, Jr. („Doc Jong") is a Filipino urologist, surgeon, researcher, and public health communicator based in Metro Manila, Philippines. He currently serves as Chair, Department of Surgery and Head of the Operating Room Committee at Qualimed Hospital, San Jose Del Monte, Bulacan, and is the Founder & CEO of Manila Kidney & Prostate Care Clinic. He previously served as Medical Director of Qualimed Hospital San Jose Del Monte Bulacan and of St. Patrick Health Care Systems Inc., and is a past president of The Biomedical Alliance Specialist Inc.

A vocal advocate for tobacco harm reduction, Dr. Varela has spoken at the 2nd South African Harm Reduction Conference, the Asia Pacific Harm Reduction Forum (Jakarta, July 2024) and IMEDIC Military Medicine Symposium 2025 (Jakarta), where he addressed the genitourinary harms of cigarette smoking, including kidney and bladder cancer, infertility, and erectile dysfunction and encouraged smokers unable to quit to consider lower-risk alternative tobacco products backed by further scientific study. Beyond clinical practice, Doc Jong is a popular health educator across Instagram, Facebook, YouTube, and TikTok, translating complex urological and public-health topics for lay audiences.



Dr. Sharifa Ezat Wan Puteh

RETIRED PROFESSOR OF PUBLIC HEALTH
AT NATIONAL UNIVERSITY OF MALAYSIA

Professor Dr. Sharifa Ezat Wan Puteh is a public health physician whose work is at the confluence of medicine, health economics and public health. Trained as a medical doctor, Dr. Sharifa earned her postdoctoral degree in Health Economics from the United Nations University-International Institute for Global Health (UNU-IIGH). As Professor of Public Health (Health Management and Health Economics) at National University of Malaysia, she is well-versed with the burden of non-communicable diseases on Malaysia's health system. She is recognized as a prominent figure in public health, specializing in policy, economics, and community medicine. She has served in administrative roles including as Deputy Dean of the Faculty of Medicine for International Relations, Dean School of Liberal Science Studies, the President of Malaysia's Society of Harm Reduction (MSHR), former Chairperson for the Technical Advisory Committee for Health Economic Evaluation with Health Technology Assessment Ministry of Health Malaysia, and Technical Advisor on the National Casemix. She also lectures students in Taiwan, Indonesia and Yemen.

She work as a consultant to a few governmental bodies on various health-related matters, including on health financing, public health diseases, tobacco/nicotine addiction, and hospital efficiency. She has published in many journals, written in news and media, academic books and has extensively presented locally and internationally. She also serves as Malaysia's counterpart of the Asia Pacific Network on Health System Strengthening (based in Hong Kong) and works with the internationally affiliated Global Expert Alliance for Tobacco Harm Reduction.



Dr. Tomohiro Shirasaka

PSYCHIATRIST AND DIRECTOR OF KOTONI SHIRASAKA MENTAL CLINIC, JAPAN

Dr. Tomohiro Shirasaka is a Japanese psychiatrist specializing in addiction psychiatry, general psychiatry and biological psychiatry. He earned his medical degree from Saitama Medical University and also holds a Doctor of Philosophy. He is Director of the Department of Psychiatry at Teine Keijinkai Hospital and serves concurrently as a Visiting Professor at the Health Sciences University of Hokkaido and Okayama University Graduate School of Medicine. His professional qualifications include certification in psychiatry, alcoholism treatment, psycho-oncology, liaison psychiatry and public psychology.

In addition, he is a Senior Fellow of the Japanese Society of Psychiatry and Neurology. Dr. Shirasaka has held leadership and advisory roles in Japanese and international organizations focused on alcohol dependence, addiction medicine and psychiatry, including the Japanese Medical Society of Alcohol and Addiction Studies, the World Psychiatric Association and the Network of Early Career Professionals working in Addiction Medicine. He has also contributed to a Japan International Cooperation Agency project supporting the introduction of science-based drug-dependence treatment in the Philippines.



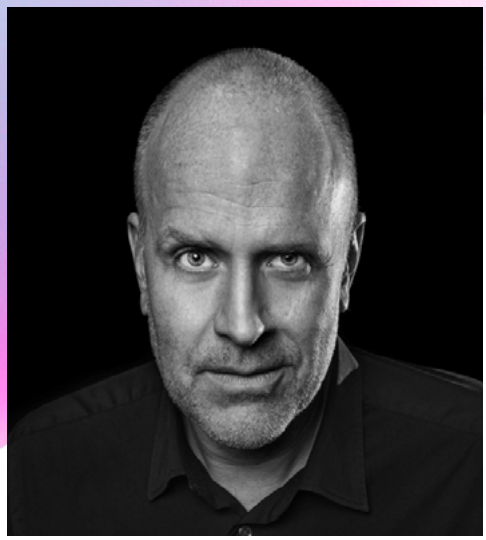
Yvonne Khoo

PHD, SENIOR MANAGER SCIENTIFIC ENGAGEMENT EAST AND SOUTH-EAST ASIA, PACIFIC AND GLOBAL TRAVEL RETAIL, PMI

Yvonne Khoo oversees Scientific Engagement activities for the East and South-East Asia, Pacific & Global Travel Retail region at Philip Morris International (PMI).

Malaysian by origin, Yvonne holds a Ph.D in Pharmacology from the University of Cambridge. Yvonne has also obtained a Master's Degree in Evidence-based medicine. Prior to joining PMI, she worked at Malaysia's National Pharmaceutical Regulatory Agency, where she evaluated pharmaceutical, biologic, and investigational new drug products for registration. Yvonne is also registered as a pharmacist in Malaysia.

Her decision to join PMI was influenced by her recognition of the significant impact that scientific communication can have in transforming industries and lifestyle choices. Currently, she actively collaborates and shares the latest scientific information on risk-reduced products with policymakers, healthcare and scientific professionals, and the general public.



Magnus Lindkvist

FUTUROLOGIST, AUTHOR AND TRENDSPOTTER

Magnus Lindkvist is the futurologist, author and trendspotting phenomenon who delivers profound keynote performances shot through with subversive humour. For almost three decades he has been performing all over the world, enchanting audiences with his research into the trends of the future. He ranks as one of Sweden's leading international speakers and has been awarded multiple prizes and awards for his achievements Magnus has published a number of books on the theme of the future, creativity and trends. In the book The Reset Book: How to Bounce Back from a Crisis (2023) he provides insights, tools and solace for any person or organization seeking to reset and bounce back. In Minifesto (2016), he celebrates small ideas and explains why they are so important in a world obsessed with major narratives.

With a Master of Science in Business and Economics from the Stockholm School of Economics and a degree in film production from UCLA, Magnus Lindkvist weaves his qualitative insights with the imaginative storytelling style of Hollywood. He does not just learn and teach about how creative clashes happen – he is the living embodiment of the method. In 2008, Magnus created the world's first academically accredited course in trendspotting and future thinking at Stockholm School of Entrepreneurship.



Vicknatheeban Tharmalingam

SR. DIRECTOR OF SMOKE-FREE PRODUCTS, PMFTC

Vicknatheeban "Vickna" Tharmalingam is the current Director of Smoke-Free Products at PMFTC Inc. Prior to joining PMFTC, he held various leadership position in Malaysia, Indonesia, Switzerland and Japan. With over 17 years of experience in leading various roles across operations, commercial strategy, customer care, and consumer experience within Philip Morris International (PMI), Vickna has been recognized for his collaborative leadership style and strategic mindset. Before relocating to the Philippines, he led PMI Japan's Oral Smokeless category as the Director of Consumer Experience and played a key role in advancing consumer-centric and omni-channel programs across the market. Now, Vickna is focused on accelerating the adoption of smoke-free alternatives and driving execution excellence in the Philippines.



Martin Cullip

HARM REDUCTION CONSULTANT AND INTERNATIONAL FELLOW AT THE TAXPAYERS PROTECTION ALLIANCE'S CONSUMER CENTER

Martin Cullip is an International Fellow at the Taxpayers Protection Alliance's Consumer Center and a longtime advocate for tobacco harm reduction and consumer rights. He became active in public policy after successfully switching from smoking to vaping and has since been a prominent voice promoting evidence-based nicotine regulation. Martin is a former Chair of UK educational charity, The New Nicotine Alliance, and has taken part in parliamentary, consumer, industry, and political events on the subject domestically and internationally.



Rachmadin Ismail

EDITOR-IN-CHIEF, TIRTO.ID

Rachmadin Ismail is the Editor-in-Chief of Tirto.id, one of Indonesia's leading digital news and data-driven journalism platforms. With more than 18 years of experience in journalism and digital media, he has held senior editorial positions at Detikcom, Kumparan, and Hello Sehat before joining Tirto.id in 2023. Throughout his career, he has been recognized for strengthening editorial quality, audience engagement, and digital content innovation, while maintaining a strong interest in public affairs, technology, science, and evidence-based reporting.



Atty. Marco Santiago

DIRECTOR REGULATORY & SCIENTIFIC AFFAIRS, PMFTC

Marco Santiago is the Director for Regulatory & Scientific Affairs at PMFTC Inc., where he leads work at the intersection of regulation, science, and public policy. He has been with PMFTC for more than a decade, previously serving as Regulatory Affairs Manager, and earlier served as Assistant Secretary at the Presidential Legislative Liaison Office. He holds a Juris Doctor from the Ateneo School of Law.



Atty. John Peter Ferdinand Echiverri

DIRECTOR COMMUNICATIONS, PMFTC

Atty. John Peter Ferdinand „Ferdi" Echiverri is the Director of Communications of PMFTC Inc. (Philip Morris Philippines), bringing extensive experience in public affairs, corporate communications, public policy, and international trade. In this role, he oversees strategic communications initiatives that drive and deepen stakeholders' understanding of Philip Morris International's (PMI) transformation and its global vision for a smoke-free future.

He has held various positions in External Affairs & Communications at PMFTC Inc., focusing on fiscal, regulatory, and stakeholder matters. His international leadership experience includes serving as International Trade Manager for PMI in Lausanne, Switzerland, and Regional Head of Stakeholder Relations in Dubai, UAE.

A lawyer by profession, he previously served as Tax Director at SGV & Co., a member firm of Ernst & Young, and practiced business law and litigation at BATINO Law Offices in Makati City. He also worked as a legal and political consultant in the Philippine House of Representatives.

He currently serves as a Director of the Philippine Chamber of Commerce and Industry (PCCI) Taguig City and was previously elected as Chapter Secretary and Director of the Integrated Bar of the Philippines (IBP) CALMANA Chapter. He is a firm advocate of innovation, ethical leadership, and nation-building through collaboration between the private sector and other stakeholders.



Atty. Chita Herce

SR. DIRECTOR CORPORATE AFFAIRS
PHILIPPINES, PMFTC

Chita Herce is Senior Director for Corporate Affairs Philippines at PMFTC, overseeing external affairs, communications, contributions & sustainability, illicit trade prevention and stakeholder engagement. A seasoned corporate affairs leader, she brings decades of experience in public policy, government relations, and strategic communications. Throughout her career, she has worked closely with government, industry, and civil society groups to advance dialogue on innovation, responsible business practices, and sustainable growth. Today, she plays a key role in advancing PMFTC's smoke-free transformation and fostering partnerships that support science- and innovation-driven solutions in the Philippines.