



Tommaso Di Giovanni

VICE PRESIDENT, COMMUNICATIONS
AND ENGAGEMENT, PMI
(SWITZERLAND)

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 NYC), Brazil, and Italy. Prior to joining PMI, he was a trainee at the EU Parliament's Communications with Citizens division and an R&D economist for a contractor to Eurostat, the European Union Statistical Office.

Tommaso has a business management degree from Università Bocconi, Milan, and FGV (Fundação Getulio Vargas, Sao Paulo, Brazil)



Taylan Süer

MANAGING DIRECTOR MAGHREB, PMI
(MOROCCO)

Taylan Süer is Managing Director for Philip Morris International's Maghreb cluster, overseeing multi-market operations across Morocco, Algeria, Tunisia, and Libya.

With over 20 years of experience, including 13 years in general management roles across Europe, the Middle East, and Africa, he specializes in leading business transformation in complex and rapidly evolving environments.

In his current role, Taylan is driving the transition toward reduced-risk products while actively engaging with governments and stakeholders to shape regulatory and fiscal frameworks that support innovation and improved public health outcomes.

His leadership combines strategic transformation, data-driven decision-making, and a strong focus on building high-performing teams across diverse markets.

Drawing on experience in emerging markets and large-scale regional operations, Taylan brings a pragmatic perspective on how innovation, regulation, and collaboration can accelerate sustainable health and economic progress.



Dr. David Khayat

PROFESSOR OF ONCOLOGY AT PIERRE
ET MARIE CURIE UNIVERSITY (FRANCE)

Professor David Khayat is a leading French oncologist and a prominent global voice in the fight against cancer. A Professor of Oncology at Pierre and Marie Curie University in Paris and former Head of Medical Oncology at La Pitié-Salpêtrière Hospital, he has dedicated more than three decades to advancing cancer research, treatment, and public awareness. Throughout his career, he has played a pivotal role in shaping both national and international cancer policy.

In 2000, Professor Khayat initiated the landmark Paris Charter against Cancer, supported by President Jacques Chirac and UNESCO, which contributed to the creation of World Cancer Day and the establishment of France's National Cancer Institute (INCa). He later served as advisor to President Chirac and led the launch of France's first Cancer Plan (2003–2009), before heading the INCa from 2004 to 2006, where he remains honorary president. He also founded the AVEC Foundation, recognized for its public-interest mission.

Internationally, Professor Khayat has held academic and advisory roles, including at MD Anderson Cancer Center and with the World Trade Organization. A member of leading scientific societies, he has received numerous prestigious awards, including the Légion d'Honneur. He is also a widely published author, known for both scientific works and bestselling books promoting prevention and risk reduction in public health.



Dr. Tomoko Iida

DIRECTOR SCIENTIFIC ENGAGEMENT,
SSEA CIS & MEA, PMI (UAE)

Tomoko Iida is Director of Scientific Engagement at Philip Morris International (PMI), focusing on the Southern and Southeast Asia, Commonwealth of Independent States, and Middle East and Africa regions. In this role, she aims to increase scientific awareness and understanding of tobacco harm reduction and smoke-free products.

Tomoko previously served as Director of Scientific Engagement for Asia, following 6 years of leading External and Scientific Affairs in Japan.

She holds a master's degree in Biomedical Engineering and a bachelor's degree in Chemical Engineering from the Massachusetts Institute of Technology (MIT), a master's degree in Business Administration from the Imperial College London, and is currently pursuing a Doctor of Public Health degree.

Tomoko has worked at MIT's Biotechnology Process Engineering Center and Sony Corporation's Life Science Laboratory in Japan.

Tomoko also advocates for Asian leadership and women in science, technology, engineering, and mathematics (STEM).



Prof. Imane Kendili

PROFESSOR OF PSYCHIATRY &
ADDICTOLOGIST (MOROCCO)

Dr. Imane Kendili is a leading psychiatrist, addiction specialist, and global health advocate, recognized for her contributions at the intersection of medicine, public policy, and social impact. Trained at Hassan II University in Casablanca and internationally across Europe and the United States—including Harvard Medical School—she holds advanced expertise in behavioral addiction and mental health.

Dr. Kendili is the founder and leader of several pioneering institutions in Morocco, including the Casablanca Psychiatric Center and the Casablanca Addictology Center, offering innovative, multidisciplinary approaches to addiction care. Her work strongly promotes harm reduction strategies and the integration of evidence-based public health policies.

Beyond clinical practice, she plays a key advisory role for international organizations across Africa and the Middle East, focusing on critical issues such as health sovereignty, climate and health, food security, and women and children's wellbeing. She is President of the NGO African Global Health, driving major continental initiatives and high-level conferences that shape public health dialogue and action.

TECHNOVATION

SMOKE-FREE BY PMI

Rabat, June 2026

A prolific author and thought leader, Dr. Kendili has published several award-winning books on public health, addiction, and global crises. She is also actively engaged in global platforms such as the World Economic Forum in Davos, where she contributes to discussions on health diplomacy and inclusive governance.

Recognized among the most influential figures in Africa, Dr. Kendili embodies a visionary and human-centered approach to healthcare, advocating for sustainable, equitable, and forward-looking health systems worldwide.



Prof. Amen Allah Messaadi

PROFESSOR OF INTENSIVE CARE (TUNISIA)

Dr. Amen Allah Messadi is a Professor of Medical Intensive Care and a leading figure in burn resuscitation and critical care medicine in Tunisia. With a distinguished hospital-university career spanning several decades, his expertise encompasses burn management, wound healing, critical care nutrition, and infectious complications in severely ill patients. He obtained his Doctorate in Medicine from the Faculty of Medicine of Tunis in 1985 and was later appointed Associate Professor in 1997 and Full Professor in 2007. He further strengthened his academic profile with a university diploma in Wounds and Healing from the Faculty of Medicine of Nancy, France.

Dr. Messadi is the founder of the Burn Intensive Care Unit at the National Center of Traumatology and Major Burns in Ben Arous, where he has served as Head of Department since 2008. His leadership has been instrumental in structuring specialized burn care in Tunisia and advancing multidisciplinary treatment approaches. In parallel with his clinical duties, he has held numerous institutional responsibilities, including chairing ethics committees and contributing to hospital governance and national health strategy.

At the national and international levels, Dr. Messadi plays a prominent role in scientific and professional organizations. He currently serves as President of the Tunisian Association for Burn and Wound Care and the Pan African Wounds and Healing Association. He has also been actively engaged in regulatory, academic, and advisory bodies, including the National Authority for Health Evaluation and Accreditation. Through his clinical leadership, academic contributions, and international collaborations, Dr. Messadi has significantly shaped the development of burn care and intensive care medicine in the region.



Prof. Mohamed Benkhayal

PROFESSOR OF THORACIC SURGERY (LIBYA)

Prof. Mohamed Benkhayal is a premier Key Opinion Leader in the North African medical landscape, recognized as a leading Thoracic Surgeon based in Tripoli, Libya. He possesses extensive expertise in advanced thoracic interventions, including minimally invasive techniques and complex pulmonary resections. As a senior surgical authority, Prof. Benkhayal plays a pivotal role in shaping clinical standards and surgical protocols within the Libyan healthcare system. His influence extends beyond the operating theater into academic leadership, where he facilitates the professional development of surgical residents and fellows. For corporate stakeholders, he is a strategic partner for market entry and surgical innovation, offering deep insights into the Libyan medical procurement and regulatory environment. His reputation for clinical excellence makes him an ideal lead for Peer-to-Peer (P2P) training and high-level advisory boards. Prof. Benkhayal acts as a critical bridge for scientific exchange between regional specialists and international medical device manufacturers. Ultimately, his endorsement is a hallmark of quality and trust, driving the adoption of cutting-edge thoracic technologies in the Tripoli region.



Dr Samba Cor Sarr

RESEARCH AND PUBLIC HEALTH EXPERT
(SENEGAL)

Dr. Samba Cor Sarr is a Senegalese public health and bioethics leader whose career has focused on strengthening health research, ethical governance, and evidence-based public health policy. Trained in social sciences and public health at Cheikh Anta Diop University, ULB, and Université Laval, he later expanded his expertise through studies in health services management, implementation research, scientific integrity, clinical trial protocol review, and data science at Makerere University.

Within Senegal's Ministry of Health, Dr. Sarr has held senior roles including Head of the Research Division, Permanent Secretary of the National Ethics Committee for Health Research, and Chief of Staff to the Minister of Health. He is now associated teacher at University Cheikh Anta Diop and several private universities. He has also contributed to regional and international research governance through the Bioethics Days for West and Central Africa, the World Summit of Bioethics, AVAREF, WAHO, NEPAD, and the founding of Ethics & Research for Africa Development. A Knight of the National Order of the Lion, he continues to support ethical regulation, implementation research, and the evaluation of public health programs and policies.



Ouadi Madih

PRESIDENT OF CONSUMER ASSOCIATIONS
FEDERATION (MOROCCO)

Ouadi Madih is a leading Moroccan expert in consumer law and consumer protection, with over three decades of dedicated engagement in advancing the consumer movement at national, regional, and international levels.

He currently serves as President of the National Federation of Consumer Associations (FNAC Morocco) since 2021 and is the founding President of UNICONSO Casablanca, one of Morocco's foremost consumer protection organizations. Throughout his career, Mr. Madih has played a pivotal role in strengthening the institutional framework for consumer rights in Morocco, notably contributing to the drafting of Law No. 31-08 on consumer protection.

A recognized authority in his field, he has been actively involved in several national commissions, including those focused on pharmaceutical regulation, standardization, and product conformity and safety. His work has consistently emphasized the importance of robust regulatory systems, transparency, and the protection of consumer interests.

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At the international level, Mr. Madih serves on the Board of Consumers International and the African Consumer Organization (2024–2028), where he represents the consumer movement in key global forums such as UNCTAD, WHO, and the WTO.

An educator, speaker, and institutional leader, he has also contributed to academic training in consumer law and competition. Through his leadership, advocacy, and policy contributions, Ouadi Madih continues to promote consumer rights, strengthen regulatory governance, and foster a culture of accountability and consumer protection in Morocco and beyond.



Saad Benmansour

EDITORIAL DIRECTOR, AUJOURD'HUI
LE MAROC (MOROCCO)

Saad Benmansour is a leading figure in the Moroccan media landscape, widely recognized for his editorial expertise, professional rigor, and strategic vision. With over three decades of experience, he has established himself as an influential voice in both economic and general news journalism.

Since July 2011, he has served as Publisher and Editor-in-Chief of Aujourd'hui le Maroc, while also holding the position of Chairman of the Management Board. In this capacity, he oversees editorial strategy, leads newsroom operations, and contributes to the transformation of the publication in a rapidly evolving media environment. He also led La Vie éco as Publisher and Chairman on two occasions (2012–2018 and 2019–2022), further strengthening its standing as a benchmark in Moroccan economic journalism.

His career reflects a steady and distinguished progression, including key roles at La Vie éco as Editor-in-Chief and Head of News. Earlier, he gained valuable experience in corporate communications as Head of Public and Press Relations at Lydec (SUEZ Group), as well as in the banking sector with Wafa Immobilier (Wafabank Group), where he served as Senior Executive with regional responsibilities.

In parallel, Saad Benmansour has been an active contributor to public debate through broadcast media, notably as an economic columnist on Radio Média 1 and a regular consultant on Radio Aswat.



Mazen Saleh

SENIOR POLICY DIRECTOR, R STREET (U.S.)

Mazen is senior policy director for the Healthier Communities program at the R Street Institute.

Prior to joining R Street, Mazen served in senior management positions at the National League for Nursing as senior business director and the Association of American Medical Colleges as director of business strategy and development. He got his start in healthcare at Health Systems Research, Inc. where he coordinated projects addressing homelessness and various HIV/AIDS initiatives.

Mazen received his master's degree in global health and development from University College London and his bachelor's degree in liberal arts from Georgetown University.