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Tommaso Di Giovanni

VICE PRESIDENT, COMMUNICATIONS
AND 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 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)

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Christos Harpantidis

GROUP CHIEF CORPORATE AFFAIRS
OFFICER, PMI

Christos Harpantidis is the Group Chief Corporate Affairs Officer at Philip Morris International (PMI), appointed in 2026. He leads PMI's global corporate affairs and external engagement strategy across more than 180 countries, advancing the company's smoke-free vision and promoting Tobacco Harm Reduction worldwide. Since joining Papastratos in 2003, Christos has held senior commercial, regulatory, and transformation roles in Greece and internationally, including Chairman and Managing Director of Papastratos, Head of PMI's EU Southeast Cluster, Area Vice President for Southeast Europe, and Senior Vice President External Affairs. He has been a key voice in public dialogue on harm reduction, engaging policymakers, academics and civil society at forums in Europe and the United States.

Born in Thessaloniki, he holds degrees in Physics, Economics, and an MBA from the University of Kent, and has completed executive programs at Stanford and Duke University.

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Nikolaus Ricketts

CEO, SWEDISH MATCH AB & PRESIDENT
ORAL PRODUCTS, PMI

Nikolaus (Nick) Ricketts is President, Oral Products at Philip Morris International (PMI) and CEO Swedish Match, Sweden. Nick is a seasoned global business leader with deep experience leading international commercialization efforts and scaling consumer products across diverse markets.

Nick joined PMI in 2000 and, as his career progressed, took on senior leadership roles across operations, marketing, product development, and global deployment in international markets including Japan, South Korea, Switzerland and the United States. He played a pivotal role in the commercial rollout of IQOS as Director, IQOS Korea, and later helped establish the Product Design and User Experience function at PMI Switzerland, marking the beginning of PMI's consumer centric approach in design.

Following PMI's acquisition of Swedish Match in 2022, Nick has led the commercial integration of the business and accelerated the international expansion of ZYN, transforming it into a global oral nicotine brand now available in several markets worldwide.

Nick holds a Bachelor of Science from Virginia Commonwealth University and a Bachelor of Arts from SKEMA Business School, France.

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Linda Nyberg

JOURNALIST (SWEDEN)

Linda Nyberg is a senior Corporate Affairs and Communications professional with more than 25 years of experience working in strategic and tactical communications in global contexts. Her background spans national and international radio and television, journalism, and roles as a news and talk show anchor and producer.

She has deep expertise in international Corporate Affairs, Public Affairs, Corporate Communications, media relations, moderating, and brand and reputation management. Linda is widely regarded as a trusted advisor by both colleagues and clients, appreciated for her ability to navigate complex stakeholder environments with clarity and credibility.

Alongside her corporate work, Linda is an experienced moderator and conferencier, with consulting assignments across the private and public sectors as well as academia, including universities, innovation hubs, and research centers. Her work includes moderating state visits, ministerial and academic roundtable discussions, and high-profile conferences.

Her regular clients include leading institutions and organizations such as KTH Royal Institute of Technology, Techarena (the largest Nordic tech event), Karolinska Institutet, the Nobel Committee, Business Sweden, Uppsala University, major listed European companies, and international organizations including UNHCR and the Red Cross. She also works closely with the Swedish Royal Court and members of the Royal Family.

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Karl Fagerström

PROFESSOR EMERITUS AND TOBACCO
HARM REDUCTION EXPERT (SWEDEN)

Karl Fagerström is born in Sweden 1946. He studied at the University of Uppsala and graduated as a licensed clinical psychologist 1975. At that time, he started a smoking cessation clinic and invented the Fagerstrom Test for Cigarette Dependence. In 1981 he got his Ph.D. on a dissertation about nicotine dependence and smoking cessation. In the end of the seventies and early eighties he served as the editor-in-chief for the Scandinavian Journal for Behaviour Therapy.

From 1983 through 1997 he worked for Pharmacia & Upjohn as Director of Scientific Information for Nicotine Replacement Products. He has worked with the nicotine gum Nicorette since 1975 and has been contributing to NRT developments such as patch, spray, pouch and inhaler. Ever since 1975 to 2010 he has been working clinically part-time. From 1997 to 2008 he worked with his private research clinic where he studied various drugs intended for treating nicotine dependence.

Currently he works with his own private consultancy (Fagerstrom Consulting). He is a founding member of the Society for Research on Nicotine and Tobacco and currently a Deputy Editor of the Nicotine & Tobacco Research. He started the European SRNT affiliate in 1999 of which he was been the president up to 2003.

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His main research contributions have been in the fields of Behaviour Medicine, Tobacco and Nicotine with 170 peer reviewed publications of which he is the first author of 100.

The current main interests are on understanding the positive effects of nicotine and reducing harm and exposure to tobacco toxins among all those who cannot give up smoking. He was awarded the WHO medal 1999 for outstanding work in tobacco control and 2013 he was the recipient of the Award on Clinical Science from the Society for Research on Tobacco and Nicotine.

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Brad Rodu

PROFESSOR EMERITUS AT THE
UNIVERSITY OF LOUISVILLE AND
LEADING TOBACCO HARM
REDUCTION RESEARCHER (U.S.)

Prof. Dr. Brad Rodu is an American academic, oral pathologist, and Professor Emeritus of Medicine at the University of Louisville, where he also served as a senior scientist at the James Graham Brown Cancer Center and was appointed the first holder of the Endowed Chair in Tobacco Harm Reduction Research in 2005. Before moving to Louisville in 2005, he spent more than two decades on the faculty of the University of Alabama at Birmingham in pathology, dentistry, public health, and cancer research. Prof. Rodu is widely regarded as one of the pioneers of tobacco harm reduction research, having been active in the field since 1994. That long record of scholarship and policy work was formally recognized in 2022, when he received the Michael Russell Award for his "substantial and innovative contribution" to the science and understanding of safer nicotine products and tobacco harm reduction. You can follow him on his blog: <https://rodutobaccotruth.blogspot.com/>

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Gizelle Baker

VICE PRESIDENT SCIENTIFIC AFFAIRS,
PMI

Gizelle Baker, PhD, BCMAS, is Vice President of Scientific Affairs at Philip Morris International, working at the crossroads of science, public health and one of the most contested questions in modern health: how to reduce the harm caused by smoking. Trained in biometry and epidemiology at the Medical University of South Carolina, she began her career in the pharmaceutical industry working in clinical development in women's health, oncology, cardiovascular disease, and prevention before moving into tobacco harm reduction research.

This trajectory helps explain the perspective she brings as a scientist shaped not only by evidence generation, but also by the challenge of defending evidence in highly scrutinized settings. Gizelle has spent her career at the intersection of evidence generation, public health, and risk communication fields that increasingly determine not only what science shows but how society understands it.

Her work focuses on bringing greater clarity to conversations about prevention and harm reduction particularly in relation to smoking related harm, nicotine, and smoke free products for adults who would otherwise smoke.

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Patrik Hildingsson

CONSULTANT & FORMER DIRECTOR
OF SWEDISH MATCH

Patrik Hildingsson is a contracted consultant and former Director Oral Category Communication at Philip Morris International. Patrik has a long career in the tobacco and nicotine industry. He started at Swedish Match in 1996 and has held various roles of increasing responsibilities, including Marketing Manager, Vice President Business Development in the U.S., and Vice President of Communication and Public Affairs. Throughout all his roles, communication, public affairs, and media have been common themes.

Patrik is the author of the acclaimed book 'King of Snus', awarded by the Royal Library of Sweden. Before joining Swedish Match, Patrik worked in the travel industry with SAS Leisure Group and earned a degree in business management and economic history from Lund University.

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Todd Prochnau

CLINICAL AND CONSULTING PHARMACIST
(CANADA)

Todd Prochnau is an Alberta-based Canadian pharmacist, Certified Tobacco Educator (CTE), and instructor at Red Deer Polytechnic. He spent about 12 years as a community pharmacist/pharmacy owner and has run or managed a pharmacist-led tobacco cessation clinic for some 14 years.

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Ellen Huttunen

M.D. & HEALTH POLICY ADVISOR (FINLAND)

Ellen is a M.D. with a passion for better healthcare. She specializes in Dermatology and Healthcare, and apart from clinical work is an health policy expert in the Young Doctors Association of Finland.

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Agnieszka Wyszynska-Szulc

VICE PRESIDENT REGULATORY, PRODUCT & ESG POLICY, PMI

Agnieszka (Aga) Wyszynska-Szulc was appointed Vice President Regulatory, Product and ESG (Environment, Social and Governance) Policy on July 1, 2024. In her new role, Aga is leading the multicategory regulatory, product & ESG policy strategy to accelerate our THR ambition.

Aga's career with Philip Morris started in 2003 in the Polish affiliate, within the Corporate Affairs department where over the years she assumed growing responsibilities for regulatory affairs and communication. In 2012 Aga relocated to Switzerland and she was appointed Manager Regulatory Affairs EU within the central Corporate Affairs team where she was an instrumental contributor to many regulatory achievements at EU level, most notably with regards to the EU Tobacco Products Directive (TPD).

Her exemplary collaborative spirit and extra efforts to support the EU markets with seamless implementation of TPD at market level proved very fruitful for the project. In 2018 Aga assumed the responsibilities of Director Regulatory Strategy and led our regulatory efforts in the EU to support the PMI business transformation.

In her most recent position of Global Head Regulatory Policy Aga successfully led the team to deliver Regulatory Policy strategies to support sustainable and future-proof regulatory environment for our Smoke-Free Products.

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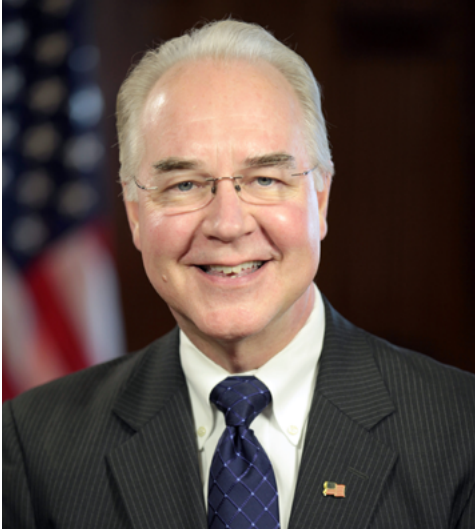


Carissa Düring

DIRECTOR CONSIDERATE POUCHERS
(SWEDEN)

Carissa Düring is the Director of Considerate Pouchers in Sweden, a consumer advocacy group dedicated to promoting a smoke-free world and consumers' rights to alternative products. She studies clinical psychology at Uppsala University in Sweden. As an advocate, she writes and speaks about tobacco harm reduction from the consumer's perspective and their right to alternative nicotine products. She highlights how successful nicotine pouches have been in helping Sweden achieve the lowest smoking rates in the EU, and how the rest of the world can follow in its footsteps.

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Dr. Tom Price

FORMER SECRETARY OF HEALTH AND
HUMAN SERVICES (U.S.)

Thomas E. Price, M.D. is an American orthopedic surgeon and Republican politician who served as the 23rd U.S. Secretary of Health and Human Services (HHS). He was the first physician to lead the department since 1993, aiming to promote patient-centered health care, affordability, and quality. Prior to serving as the Secretary of HHS, Dr. Price served as the U.S. Representative for Georgia's 6th Congressional District from northern suburban Atlanta. He held this office from 2005 to 2017 and served in various leadership roles during his tenure, including Chairman of the House Budget Committee, Chairman of the House Republican Policy Committee and Chairman of the Republican Study Committee.

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Mark Oates

CONSUMER ADVOCATE (U.K.)

Mark Oates is a UK-based harm reduction advocate and the founder/director of We Vape, a grassroots campaign established in 2020 to mobilize vapers across the UK and influence public debate on vaping policy. As snus and nicotine pouch user, Mark also founded Snus & Nicotine Pouch Users Alliance in 2018. As a fellow at the Adam Smith Institute, his advocacy interests span tobacco harm reduction, nicotine policy, and broader evidence-based approaches to public policy. His public stance centers on consumer-led, evidence-based harm reduction: he argues that vaping and other reduced-risk nicotine products can play an important role in helping adults move away from combustible cigarettes, and he has consistently campaigned against restrictions he believes could undermine that goal.

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Brian Erkkila

DIRECTOR OF REGULATORY
SCIENCE, PMI U.S.

Dr. Brian Erkkila currently serves as the US Senior Advisor for Scientific Engagement at Philip Morris International, communicating the science of Tobacco Harm Reduction and smoke-free products to policymakers and the scientific community. Since joining Swedish Match North America, an affiliate of PMI in March 2021, he has been a driving force in aligning regulatory processes with science-driven approaches to improve public health outcomes and help Philip Morris International achieve their mission for a smoke-free future.

Prior to his current role, Dr. Erkkila served at the Foundation for a Smoke-Free World, first as Director of Regulatory Science and later as Vice President of Health, Science, and Technology. There, he contributed to groundbreaking research initiatives in tobacco harm reduction.

His career also includes over six years in public service as a lead toxicologist at the FDA's Center for Tobacco Products, where he worked on critical regulatory and risk assessment issues. Earlier in his career, Dr. Erkkila conducted postdoctoral research at the National Institute of Health, specializing in neurobiology.

Dr. Erkkila holds a bachelor's degree in neurobiology from The Johns Hopkins University and a PhD in neurobiology from the University of Alabama at Birmingham.

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Richard Wernemar

GLOBAL HEAD DESIGN MARKET
DEPLOYMENT, PMI

Richard Wernemar is Global Head Deployment Oral Smokeless at Philip Morris International (PMI). In his current role he is responsible for leading and supporting affiliates in expanding PMI's oral smokefree portfolio to legal age nicotine users. Richard is also leading the strategy and commercialization of future oral nicotine propositions in selected pilot markets.

Since joining PMI in 2003, Richard has worked in various marketing and commercial roles. During 2019-2023, Richard was the General Manager for Philip Morris Sweden where he led the PMI's smokefree vision locally focusing converting adult smokers to; IQOS, Snus, and Nicotine Pouches.

Richard has a business degree from Elon University, USA.

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Markus Lindblad

HEAD OF LEGAL & EXTERNAL AFFAIRS, HAYPP
GROUP (SWEDEN)

Markus Lindblad is Head of Legal & External Affairs at Haypp, advocating for alternative nicotine products and leading tobacco harm reduction campaigns.

Markus has been working with Haypp since 2018 and is passionate about helping make the UK smoke-free. He is a former adviser in corporate communication & government affairs at several communications agencies. He also held several senior positions in regulated industries such as banking, finance, and tobacco. Markus studied economic history and political science at Stockholm University.

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Hannes Hofer

MANAGING DIRECTOR OF THE MONOPOLY
ADMINISTRATION (AUSTRIA)

Hofer has been managing the business of MVG since 2015. Hannes Hofer studied business administration at the Vienna University of Economics and Business and at UBC in Vancouver, Canada, specializing in industry and marketing. Hofer brings extensive financial experience to his role as sole managing director of MVG. His career in the private sector has taken him from Pepsi Cola to Magna Europe. In both transnational corporations, he was responsible for finance. In 2001 he was appointed to the cabinet of the Federal Minister of Finance. From 2006, Mr. Hofer was Managing Director of Bundesbeschaffung GmbH.

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Florian Gross

DIRECTOR OF CORPORATE AFFAIRS &
COMMUNICATIONS, PMI AUSTRIA

Florian Gross has served as Director of Corporate Affairs & Communications at Philip Morris Austria since 2018. In this role, he is responsible for the strategic management of Corporate Affairs, EU Affairs, Public Affairs, Regulatory Affairs, Scientific Affairs, Sustainability, and Corporate Communications.

Since joining the company in 2018, he has held various leadership positions in the Corporate and External Affairs division. Previously, he served as Head of Office and personal spokesperson for the President of the Vienna Chamber of Commerce, among other roles, and held senior positions in political communications and public affairs.

Florian Gross studied International Economic Relations and Communication Management, gaining experience in Vienna, Eisenstadt, Amsterdam, Dubai, and Moscow.

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Stig Björn Ljunggren

POLITICAL EDITOR-IN-CHIEF,
SYDÖSTRAN AB AND CHAIRMAN,
SNUSKOMMISSIONEN (SWEDEN)

Stig Björn Ljunggren is a Swedish political scientist, author, and prominent public commentator on politics and society. He holds a PhD in political science from Uppsala University, where his doctoral research examined the development of Sweden's Moderate Party in the post-war era.

Ljunggren is widely recognized as a political analyst and opinion-maker. He serves as political editor-in-chief of the Social Democratic newspaper Sydöstran, and has worked extensively as a columnist, lecturer, moderator, and consultant in public affairs.

In addition to his editorial and academic work, he is chairman of the Swedish Snus Commission (Snuskommissionen), contributing to public debate on tobacco policy and harm reduction.

Over the course of his career, Ljunggren has collaborated with research institutes, think tanks, and communications firms, publishing books and numerous articles on Swedish politics, ideology, and societal change. A frequent media commentator, he is known for delivering sharp, accessible, and often cross-ideological analysis of political developments.

He is also an experienced keynote speaker, addressing topics such as political trends, ideological shifts, globalization, and societal transformation, offering audiences a broad and nuanced perspective on contemporary issues.

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Bart Deckers

PARTNER, EY-PARTHENON (BELGIUM)

He helps CEO's and senior executives to create long-term value from strategy to execution. As the global business community is showing resilience in the face of the key economic and geopolitical challenges, Bart provides clients with corporate, transaction and turnaround strategies that are actionable, impactful and provide growth opportunities, with an emphasis on industrial, consumer and technology & communication clients.

Whether it is digital transformation, sector convergence or business complexities, together with his multidisciplinary and cross-border teams, he includes enablers such as data analytics, leading technology and digital capabilities to the toughest strategic topics.

Prior to EY, Bart worked as a partner for consulting firms KPMG, Accenture and Roland Berger. He holds master degrees in business and financial management.

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Patrik Strömer

SNUS MANUFACTURER ASSOCIATION
(SWEDEN)

Patrik Strömer is the Secretary General of the Swedish Snus Manufacturers' Association, which is a non-profit association that gathers Swedish manufacturers of snus. He also works with issues of total defence and crisis preparedness at the Swedish Food Federation.

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Christopher Snowden

HEAD OF LIFESTYLE ECONOMICS,
INSTITUTE OF ECONOMIC AFFAIRS (U.K.)

Dr Christopher Snowden is the Head of Lifestyle Economics at the IEA. He has a degree in History from Lancaster University and a PhD in Economics from the University of Buckingham. He is the author of *Killjoys*, *The Art of Suppression*, *The Spirit Level Delusion*, and *Velvet Glove, Iron Fist*. His work focuses on lifestyle regulation and evidence-based policy-making. He has authored dozens of IEA publications including *Sock Puppets*, *Cheap as Chips*, *A Safer Bet*, and *You Do Not Exist*, and is the editor of the *Nanny State Index*.

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Stefano Betti

CRIMINAL JUSTICES EXPERT, CURRENT
DEPUTY DIRECTOR-GENERAL, TRACIT (U.S.)

Stefano Betti is TRACIT's Deputy Director General. He is a recognized expert on international security and criminal policy, Associate Fellow at the International Institute for Strategic Studies and a senior consultant to several UN entities, including the United Nations Office of Counter-Terrorism and the World Bank. Before joining TRACIT, he served as Senior Counsel in INTERPOL's Office of Legal Affairs, where he led the organization's legal program on illicit trade. He has also held positions at the European Parliament Secretariat, the UN Interregional Crime and Justice Research Institute (UNICRI), and the UN Office on Drugs and Crime (UNODC). At UNODC, he advised governments worldwide on implementing international treaties against terrorism, corruption, and organized crime. Stefano holds a Master's degree in EU Studies: EU Policy-Making from the London School of Economics, an honors diploma from the University of Montpellier, and a Law degree from the University of Milan. He is fluent in English, French, Spanish, and Italian, he has published widely in leading international journals.

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Klaus Berg

DIRECTOR ILLICIT TRADE
PREVENTION EUROPE, PMI

Born in France to Danish parents, Klaus is currently Philip Morris International's Director of Illicit Trade Prevention for the Europe region. During his career, he has worked in several European countries and seen first-hand the progression of illicit trade in tobacco and nicotine products.

Klaus is a graduate of the Grenoble School of Management (France), a former intelligence officer in the French army, and he speaks four languages.