

May 19, 2026



## 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)

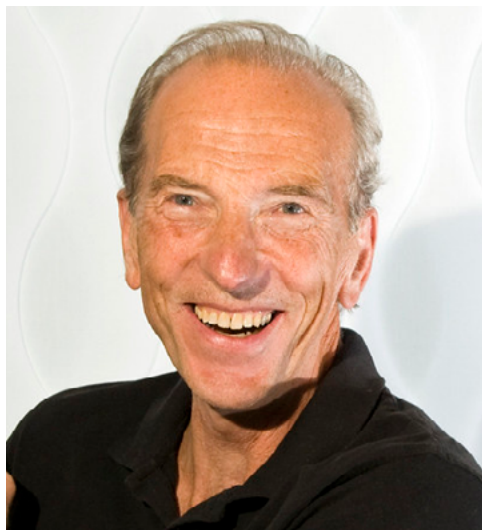
Linda Nyberg is a senior Corporate Affairs and Communications professional with more than 25 years of experience working in strategic and tactical communications in global contexts. Her background spans national and international radio and television, journalism, and roles as a news and talk show anchor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

MEMBER OF PARLIAMENT (FINLAND)

Mats Löfström is a Finnish politician representing Åland and has been a Member of Parliament since 2015. His interest in public affairs developed early, leading to active involvement in youth politics in Åland and the Nordic region. He held leadership roles in several Nordic youth organizations and served as party secretary for the Åland Centre Party while still a student.

Löfström studied political science at the University of Helsinki and marketing at Hanken School of Economics. He later became Federal Secretary of Svensk Ungdom, the youth wing of the Swedish People's Party, where he built a strong national network across politics and civil society.

In 2011, he moved to Brussels as a special adviser to Members of the European Parliament, focusing on Åland-related issues, shipping, the economy, environment, and fisheries.

In Parliament, Löfström serves on the Constitutional Law Committee, Communications Committee, and the Grand Committee on EU affairs. Known as a strong advocate for Åland, he is particularly active on maritime and regional issues and maintains close engagement with local communities and stakeholders.

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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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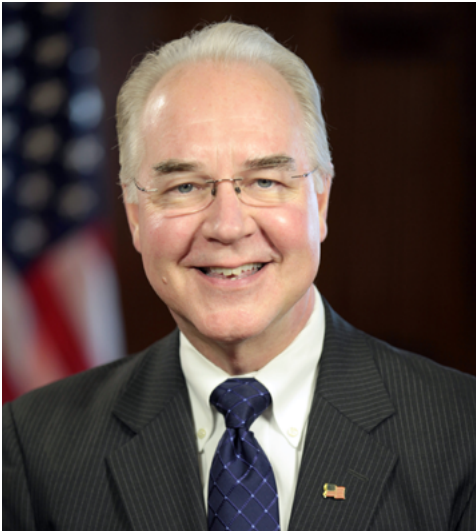


## Carissa Düring

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.