



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)



Jacek Olczak

GROUP CEO, PMI

Jacek Olczak was appointed group Chief Executive Officer of Philip Morris International (PMI) in January 2026, having served as PMI's Chief Executive Officer since May 2021. Committed to delivering a smoke-free future and expanding the company's product portfolio into wellness and healthcare, Jacek has been a vital driver of PMI's transformation into a business-to-consumer company innovating for better.

Jacek started his career with PMI in 1993, beginning in finance and general management positions across Europe, including Managing Director of PMI's markets in Poland and Germany and President of the European Union Region. He was appointed Chief Financial Officer in 2012 and Chief Operating Officer in 2018.

Prior to joining PMI, Jacek worked for BDO Binder. Jacek holds a master's degree in economics from the University of Lodz, Poland.



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.



Stacey Kennedy

CEO, PMI U.S.

With a steadfast commitment to innovation, public health, and corporate responsibility, Stacey Kennedy leads with purpose—advancing PMI U.S.’s mission to deliver a smoke-free future. She is a member of PMI’s Global Executive Leadership Team and an officer of the company.

In the U.S., an estimated 45 million people aged 21 and older regularly use nicotine, and nearly 30 million of them still smoke, the most harmful way to consume nicotine. Stacey is driving a mission to improve public health by providing science-backed nicotine alternatives that are a far better choice than combustible cigarettes. This commitment has guided significant achievements under her leadership, including integrating Swedish Match and its FDA-authorized ZYN nicotine pouches into PMI’s portfolio of U.S. businesses. Her teams are also bringing to the U.S. IQOS, an FDA-authorized “heat-not-burn” device that reduces exposure to harmful chemicals associated with traditional cigarettes.

Known for her entrepreneurial drive, strategic vision, and capacity to engage across geographic, industry, and ideological boundaries, Stacey has driven growth for PMI across markets in Europe, Asia, and the Americas. Prior to her 2023 appointment to lead PMI U.S., she held positions in

general management, including President, South & Southeast Asia, and Managing Director of 15 markets in Europe, including Germany. Before this, she served as VP of Global Sales Strategy at PMI's International Operations Center in Switzerland.

Stacey has taken a bold approach to her career at PMI, orienting the company around purpose and prioritizing product innovation, rigorous scientific research, and transparent communication. Her strategic leadership fosters a culture of responsiveness and responsibility that includes robust community engagement and corporate accountability.

In 2024, Connecticut's Women's Business Development Council accorded Stacey their highest accolade, the Impact Award, recognizing her dedication to community entrepreneurial development. Stacey is active on the board of AdvanceCT, a business-driven nonprofit that partners with companies to promote Connecticut as a desirable location to compete and grow. She is also a member of the CNBC CEO Council and Fast Company Executive Board. Her previous board roles, including as President of the board of governors for AmCham Serbia (U.S. Chamber of Commerce) and as a member of the board of governors for AmCham Germany, further reflect her dedication to community service and engagement. In 2020, she was named Woman of the Year at the One Planet Awards, an initiative that recognizes business and professional excellence across industries worldwide.

Stacey holds an Executive MBA from the International Institute for Management Development (IMD) in Switzerland and a Bachelor of Arts, magna cum laude, in sociology and cultural anthropology from Randolph-Macon Woman's College (now Randolph College) in Lynchburg, Virginia. She lives in Connecticut with her husband and teenage twins.



Chris Christie

GOVERNOR

Chris Christie was inaugurated as the 55th Governor of the State of New Jersey on January 19, 2010. He was re-elected with 60% of the vote in November of 2013 and served two terms as Governor. He was a Republican candidate for President in both 2016 and 2024.

Governor Christie was elected Chairman of the Republican Governors Association in 2014, leading the organization to the election of 31 Republican Governors.

In 2017, President Donald J. Trump appointed Governor Christie as Chairman of the President's Commission on Combating Drug Addiction and the Opioid Crisis. The Commission issued a final report on November 1, 2017.

As Governor, he was the lead plaintiff in challenging the federal prohibition on sports gambling. His six-year fight concluded with a win before the U.S. Supreme Court in May of 2018.

Prior to his service as Governor, he was nominated by President George W. Bush and he served as the United States Attorney for the District of New Jersey from January 2002 to December 2008.

In 2019, he authored The New York Times best seller, *Let Me Finish*, about his life and his candidacy for President. In 2021, he authored *Republican Rescue*, dealing with his prescription for the future of the national GOP. In February 2024, he released his third book, *What Would Reagan Do?*, about Reagan's leadership.

Governor Christie serves as a Senior Fellow at Yale University's Jackson School of Global Affairs in New Haven, Connecticut.

He is the Managing Member of the Christie Law Firm and Christie 55 Solutions, LLC in Morristown, NJ.

Governor Christie also serves on the Board of Directors of the New York Mets, appointed by owner Steve Cohen, Pacira Pharmaceuticals in Parsippany, NJ, Tenneco Automotive, Northville, MI and Saker Holdings in Middletown, NJ. Governor Christie also serves a Senior Political and Legal Contributor for ABC News.

Governor Christie graduated in 1984 from the University of Delaware with a B.A. in Political Science. He graduated from Seton Hall University School of Law in 1987 with a Juris Doctor degree.

Governor Christie married his wife Mary Pat in 1986. They have four children: Andrew, Sarah Anne, Patrick and Bridget. They currently reside in Mendham and Bay Head, New Jersey.



Steve Clemons

EDITOR AT LARGE, THE NATIONAL
INTEREST

Steve Clemons is editor at large of The National Interest and has served as Editor at Large of The Hill, The Atlantic and Semafor as well as in senior editorial roles at National Journal and Quartz. He is also editor and publisher of the popular political blog, The Washington Note, and host of „The Bottom Line“ which airs on the global network of Al Jazeera English. Clemons serves on the Advisory Board of the Starr Center for the Study of the American Experience at Washington College, and is Chairman & CEO of Widehall LLC, a strategic communications and events firm that translates ideas into high-traction impact.



Brian Erkkila

SENIOR ADVISOR SCIENTIFIC
ENGAGEMENT, 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.



Ethan Nadelmann

FOUNDER, DRUG POLICY ALLIANCE

Born in New York City, Ethan taught politics and public affairs at Princeton University (from 1987 to 1994) and founded and directed first The Lindesmith Center (1994-2000) and then the Drug Policy Alliance (2000-2017), the world's leading drug policy reform organization. He also co-founded the Open Society Institute's International Harm Reduction Development program. He has spoken publicly in roughly forty states and forty countries. His TED Talk on ending the drug war has over two million views. He has hosted the podcast, PSYCHOACTIVE. Ethan and his colleagues were at the forefront of dozens of successful campaigns to legalize marijuana, reduce the incarceration of drug law offenders, treat drug use and addiction as health, not criminal, issues, and otherwise promote alternatives to the war on drugs.



Lauren Gardner

REPORTER, POLITICO

Lauren is a reporter at POLITICO, with a focus on the FDA and pharmaceutical policy.

She writes about how the world-renowned agency green-lights medical products and ensures their safety — and how they're ultimately adopted by American consumers. Her coverage spans from childhood vaccines to blockbuster weight-loss drugs, examining how those products and the federal government's oversight of them influence public health.

Lauren started covering health care in 2021 during the Covid-19 pandemic, documenting the rollout of vaccines and treatments, and the challenges along the way. That experience has informed her reporting amid growing vaccine hesitancy and mistrust in scientific institutions in the U.S.

Lauren also has covered transportation and Canada-U.S. relations for POLITICO, where her reporting took her from the Gulf Coast to Vancouver. Her accountability work in those areas exposed a federal official who held a second job as a PR consultant and an ambassador who was often absent from her post.

Lauren previously covered energy and environmental policy at CQ Roll Call. She started her career as an IRS reporter for BNA, now known as Bloomberg Industry Group.



William Stewart

FOUNDER, POVADDO

William Stewart is a seasoned consultant with over three decades of experience in public opinion research. His deep understanding of societal attitudes and human behavior, coupled with his keen attention to detail and effective leadership skills, have made him a trusted advisor to top-tier organizations seeking to navigate complex issues management, strategic communications, corporate reputation, and business transformation challenges.

During a career that has spanned from major companies and trade associations to competitive political campaigns, William has developed a global perspective, having been involved in research projects across more than 100 countries. His expertise lies in leveraging opinion research to drive informed decision-making and strategic planning.

William's journey began at a political polling firm in Washington, DC, where he started working while still an undergraduate student at The George Washington University. He later transitioned to FleishmanHillard, one of the world's largest PR firms, where he served as the global head of research, guiding an expansive team that supported the agency and its clients across 75 offices worldwide.

Building upon his roots in political polling and strategic communications research, William founded Povaddo in 2009, a St. Louis-based research firm that provides specialized services to highly regulated industries on a global scale. As the President & Founder, he continues to leverage his vast experience and expertise to deliver exceptional value to clients while setting the strategic vision and direction for Povaddo.



Jeff Willett

DIRECTOR OF THE PROJECT TO END
SMOKING, PROGRESSIVE POLICY INSTITUTE

With over 20 years of experience in tobacco-focused policy advocacy, communications, research and evaluation, Jeff has held senior leadership roles in leading tobacco control and public health organizations. He has a proven track record in team leadership, fundraising, and budget management, and is a skilled communicator with extensive experience in public speaking, media relations, and health communications. Jeff is an accomplished nonprofit, philanthropic and government leader who is an alumnus of the Grantmakers in Health's Terrance Keenan Institute for Emerging Leaders in Health Philanthropy.

As National VP, Integrated Strategy with the American Heart Association (AHA), Jeff helped lead aspects of AHA's comprehensive strategies to protect the public from the harmful effects of tobacco. In various capacities, he supported AHA's fundraising, communication, public policy, research and cessation efforts related to tobacco and nicotine. Among these, he championed AHA's "endgame" position of "first ending the use of all combustible tobacco products."

Jeff also served as VP with Truth Initiative's Schroeder Institute, VP for Programs and Policy with Kansas Health Foundation, Director of the New York Tobacco Control Bureau, and Director of Evaluation and Research with the Ohio Tobacco Prevention Foundation.

Jeff holds a Ph.D. in Sociology, with a focus on health and medicine, and a Bachelor of Journalism from the University of Nebraska-Lincoln.



Gretchen Wartman

VICE PRESIDENT POLICY AND PROGRAMS,
NATIONAL MINORITY QUALITY FORUM

Gretchen Clark Wartman is Vice President for Policy and Program of the National Minority Quality Forum (NMQF), a 501 (c)3 health services research and education organization headquartered in Washington, DC. The mission of NMQF is to mitigate patient risk by assuring optimal care for all. Ms. Wartman's expertise in health policy strategy and analysis, issue advocacy, health systems planning, and program administration informs her leadership of NMQF's Center for Public Policy (CPP). CPP supports the NMQF core value of realigning the American health services research, delivery and financing system in a manner that is grounded in the nexus of the physical laws and the American social contract. Prior to her tenure with NMQF, Ms. Wartman held positions with the Missouri Department of Health and Senior Services, the Greater Detroit Area Health Council, and the Comprehensive Health Planning Council of Southeastern Michigan.



Matthew Holman

VICE PRESIDENT & CHIEF SCIENTIFIC
AND REGULATORY OFFICER, PMI U.S.

Matt has served as VP, U.S. Regulatory Strategy at PMI US since Aug 2022. In this role, he works to build understanding and support for smokefree products and the science related to tobacco harm reduction. He focuses on obtaining and maintaining FDA authorization for a growing portfolio of smokefree products, with the goal to provide legal-aged Americans with better alternatives to combusted cigarettes. Prior to joining PMI, Matt spent two decades as a regulatory scientist at the FDA, where he served in numerous leadership positions. He joined FDA's Center for Tobacco Products (CTP) one year after it was created as a division director in the Office of Science (OS). He ended his tenure at FDA as the OS Director within CTP. In his positions within the OS, he helped create the marketing application review programs and signed order letters for a million plus tobacco products.



Seth Kaufman

CHIEF COMMERCIAL OFFICER, PMI U.S.

Seth Kaufman is the Chief Commercial Officer of PMI U.S. overseeing the holistic sales and marketing agenda of the company's portfolio of smoke-free products across America. Based in Stamford, Connecticut, Seth brings nearly 30 years of expertise in consumer packaged goods, with a broad background across the beverage, wine, spirits, and nutrition categories.

Prior to joining PMI U.S. in 2025, Seth held senior leadership roles at some of the world's most prominent brands. He served as President & CEO of LVMH Moët Hennessy North America and subsequently led corporate restructuring at Vintage Wine Estates. His career has included nearly two decades at PepsiCo, where he rose through roles of increasing impact, including Chief Marketing Officer, President of North America Nutrition, and General Manager for the North American Coffee Partnership—a joint venture with Starbucks. As SVP for the Pepsi Trademark and Flavors Portfolio and Director of Media Strategy & Investment, Seth built brand and consumer agendas for premium beverage lines and innovation pipelines.

Seth's dynamic leadership has earned industry recognition, including the American Advertising Federation's Hall of Achievement Award, AdAge's Media Maven honor, and a spot on Business

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

Insider's "50 Most Innovative CMOs" list. He holds a Bachelor of Science from Syracuse University's S.I. Newhouse School and an MBA from the University of Michigan's Ross School of Business.

Renowned for his people-first approach, Seth is passionate about developing high-performing teams and empowering colleagues to deliver breakthrough results. His vision at PMI U.S. centers on improving public health by supporting innovation and the availability of better alternatives for America's 45 million legal-age nicotine consumers, helping lead a historic transition away from cigarettes and toward a smoke-free future.



Brian Weinhaus

DIRECTOR ILLICIT TRADE
PREVENTION, PMI U.S.

Brian Weinhaus is the Director of Illicit Trade Prevention for the United States at Philip Morris International (PMI). In this role, Brian leads strategic efforts to combat illegal trade, focusing on investigations, securing the supply chain, leveraging technology, and fostering cross-sector collaboration. With deep expertise in brand protection and stakeholder engagement, Brian collaborates closely with law enforcement and industry leaders to tackle the global challenges of counterfeiting and smuggling.

Before joining PMI, Brian held leadership positions at Moderna and Homeland Security Investigations, where he directed global investigations and intelligence programs.



Ivan J Arvelo

DIRECTOR, NATIONAL INTELLECTUAL
PROPERTY RIGHTS COORDINATION CENTER
(HOMELAND SECURITY)

Ivan J. Arvelo is currently the Assistant Director of the HSI Global Trade Division, and the Director of the National Intellectual Property Rights Coordination Center (IPR Center). As the IPR Center Director, he manages the federal government's response to combat global intellectual property theft, protect national security, ensure public health and safety. As a decorated federal law enforcement agent and civil servant, Mr. Arvelo has served and protected communities around the world for more than 24 years.

He is a senior executive service member, spearheading transformational investigative efforts within HSI. Prior to this assignment, Mr. Arvelo served as the Special Agent in Charge of the HSI New York Field Office. In this executive level position, Mr. Arvelo had oversight of over 700 special agents, intelligence analysts, task force officers and administrative professionals, assigned to the offices in New York City, Long Island, the Hudson Valley, John F. Kennedy International Airport and LaGuardia Airport. Mr. Arvelo previously served as the Special Agent in Charge of the HSI San Juan Field Office where he had oversight and leadership responsibility for over 248 special agents, intelligence analysts and administrative professionals. Earlier in his career, Mr. Arvelo served as Deputy Special Agent in Charge for HSI Tampa.

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

Mr. Arvelo also served in multiple headquarters positions within Domestic Operations, including Associate Deputy Assistant Director and Operations Chief. Mr. Arvelo began his law enforcement career in 1998 as an Inspector in the San Juan International Airport, later becoming a Special Agent in the San Juan Field Office. During his time in San Juan, Mr. Arvelo held multiple leadership roles, including Group Supervisor and Assistant Special Agent in Charge. Mr. Arvelo holds a Bachelor of Arts degree in Criminal Justice from Ana G. Mendez University, Gurabo, Puerto Rico.



John Zacharia

FOUNDER OF ZACHARIA LAW PLLC, FORMER
ASSISTANT DEPUTY CHIEF FOR US CCIPS

John Zacharia is the Founder of Zacharia Law PLLC, a firm focused on protecting and enforcing clients' intellectual property (IP) rights. On behalf of his clients, he has made successful referrals of intellectual property crimes to law enforcement and public prosecutors, and he secured one of the largest contributory trademark counterfeiting awards in U.S. history.

He previously served as Assistant Deputy Chief for Litigation in the Computer Crime and Intellectual Property Section (CCIPS) of the Criminal Division at the United States Department of Justice, where he became one of the nation's most experienced federal prosecutors of IP crime and where he prosecuted one of the largest counterfeit goods cases in U.S. history.

A globally recognized IP expert, John has trained law enforcement officials from more than sixty countries. He is the lead author of the European Union Intellectual Property Office's IP Owner Guide to Criminal Referrals of IP Cases, and he has written extensively on IP enforcement, e-commerce regulation, and artificial intelligence.



Alysa Erichs

USA-IT SPOKESPERSON, FORMER
EXECUTIVE ASSOCIATE DIRECTOR
FOR HOMELAND SECURITY

Alysa D. Erichs serves as the national spokesperson for USA-IT. Erichs retired as the Acting Executive Associate Director for Homeland Security Investigations (HSI). As the largest investigative component within the Department of Homeland Security, HSI's investigative and enforcement initiatives and operations target cross-border criminal organizations that exploit America's legitimate trade, travel, financial and immigration systems for their illicit purposes. HSI is comprised of more than 10,300 positions, which includes more than 7,100 special agents who are assigned to 30 Special Agent in Charge (SAC) offices in over 210 cities throughout the United States, and 80 overseas locations in 53 countries. Prior to this assignment, Erichs served as the Deputy Executive Associate Director for HSI.



Marco Hannappel

PRESIDENT LATIN AMERICA
AND CANADA, PMI

Marco Hannappel, graduated in business administration at the University of Florence, started his career in Procter & Gamble, where he held various positions in sales, marketing and strategy departments in Italy and in the European headquarters in Geneva. He then joined Beiersdorf as GDO manager for Italy and then Philips where he was Vice President and Managing Director of Philips TV for Italy, Greece, Israel, Cyprus, Malta and President and Managing Director of TP Vision joint-venture for Southern Europe. He joined Samsung in 2013 and served as Vice President of Samsung Electronics Italy. Since 2011 he has been Vice President of Confindustria Anitec-Assinform with national delegations to Electronics and Environment and since 2019 board member in the national council of Confindustria.

He has been appointed Advisory Board Member for the B20 and B7 Italian Presidency chapters, and speaker at G7 Trade in 2024. Since 2023 he is the national coordinator of the International Investors Board in Confindustria. In April 2019, he assumed the position of Managing Director of Philip Morris Italia, where he pursues the company's mission to build a smoke-free future. In April 2020, he also assumed as President of the subsidiary. In February 2023, Hannappel assumed the position of European Vice President and President of the Southwest Europe Region of Philip Morris International including Spain and Portugal.

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

He served in the boards of ISPI, Aspen, Unindustria Roma, Confindustria Emilia Romagna, Federchimica, and COTEC. In December 2024, the President of the Republic of Italy, upon proposal of Prime Minister, nominated him Cavaliere Della Repubblica Italiana.

In May 2025, he assumed the position of President Latin America and Canada of Philip Morris International.



Ana Paula Ordorica Mariscal

JOURNALIST AND POLITICAL ANALYST,
EL UNIVERSAL PAPER

Ana Paula is a Mexico City–based journalist and political analyst with more than 20 years of experience across print, radio, and television. She writes a weekly column for El Universal on national and international politics and is the host of Broojula, a daily podcast offering a concise weekday briefing on major events.

From 2010 to 2023, Ana Paula anchored multiple news programs on Televisa, including nine years leading A Las Tres on Foro TV. She has also covered every U.S. presidential election since 2004 for Mexican media, reporting from conventions, debates, and inaugurations.

Her work appears in outlets such as The Washington Post (Spanish edition), Nexos, and Foreign Affairs, and she has interviewed a wide range of national and international figures. She is the author of Los Presidenciables (Random House) and co-led Uno+Uno: 32 líderes sumando por México.

Ana Paula is also active on the national and international speakers' circuit, focusing on Mexico's politics and the U.S.–Mexico relationship. She began her career at Grupo Imagen (2006–2017), anchoring television and radio programs and writing for Excélsior. She holds a bachelor's degree in International Relations from ITAM and pursued a master's in history at Universidad Iberoamericana.



Marcela Madrazo

PRESIDENT OF HARM REDUCTION
AND POLICY ASSOCIATION,
PROCURANDO SALUD SIN FRONTERAS

Marcela Madrazo Reynoso is a public health specialist with more than two decades of experience in tobacco control, regulatory affairs, and evidence-based policy development across Mexico and Latin America. She holds a Bachelor's degree in Sociology and a Master's degree in Public Health and Epidemiology, along with specialized studies in Political Science, Public Administration, and Tobacco Control Policy.

She previously served in several key roles within Mexico's Ministry of Health, including positions at COFEPRIS, CONADIC's National Tobacco Control Office, the Undersecretariat for Prevention and Health Promotion, and the Office of the Minister of Health.

Marcela currently leads a regional initiative focused on providing evidence-based education to help tobacco consumers better understand risk-reduction strategies. She also serves as President of Procurando Salud Sin Fronteras, A.C., a non-profit organization dedicated to raising awareness about alternative nicotine delivery tools as effective pathways for smoking cessation.



Alejo Campos

REGIONAL DIRECTOR OF CRIME
STOPPERS (CARIBBEAN, BERMUDA,
AND LATIN AMERICA)

Alejo Campos is the Regional Director of Crime Stoppers for the Caribbean, Bermuda, and Latin America, based in Panama and member of the Board of Director of Crime Stoppers International. Since 2011, he has led the development of a Spanish-language Crime Stoppers model tailored to the institutional, security, and socio-economic realities of Latin America, positioning citizen security as a key enabler of economic development, investment, and social stability. He also serves as Director of Surf City El Salvador, a Government of El Salvador initiative focused on international positioning and investment attraction through the global surf industry, a sector valued at over USD 5 billion with more than 45 million participants worldwide.

Mr. Campos has been recognized internationally for his work, receiving the Coralie Wagner Memorial Award (2020) from Crime Stoppers International and the Grand Cross of Silver Medal of Merit (2022) from the Government of Guatemala for his contribution to combating transnational organized crime. Crime Stoppers in the region is a member organization of the Organization of American States (OAS) and maintains close cooperation with its Office on Transnational Organized Crime. Mr. Campos has actively supported and promoted legislative initiatives related to human trafficking, asset forfeiture, illicit trade, and anti-money laundering across the region. He is a graduate

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

of the National Defense University in Washington, D.C., including the William J. Perry Center for Hemispheric Defense Studies, and serves on the Steering Committee of the U.S. Congressional Parliamentary Intelligence and Security Forum (PI-SF).

He is also involved in regional and international anti-corruption and anti-trafficking coalitions and has served as an advisor and consultant to governments and international organizations including the United Nations system.



Dr Pablo Zuleta Gonzalez

MEDICAL PSYCHIATRIST AND
RESEARCHER IN MENTAL HEALTH
AND DRUG POLICY

Dr. Pablo Zuleta González is a psychiatrist with more than 20 years of experience in mental health, addictions, and public health. His work stands out for bringing together clinical practice with applied research, university teaching, and the design of evidence-based policies. He has led strategic projects on problematic use of psychoactive substances, harm reduction, medical cannabis, and comparative analysis of regulatory models at both national and international levels.

During his tenure as Director of the Area of Drug Use, Public Health, and Education at CESED–Universidad de los Andes, he strengthened epidemiological studies, technical reports, and public policy recommendations that today serve as key references in Colombia’s national drug policy discussion. He has also advised government agencies, international organizations, and clinical centers on the development of risk-mitigation interventions and capacity-building initiatives in mental health.

His career combines technical rigor, critical thinking, and a human-centered approach aimed at improving the quality of life of vulnerable populations. His professional purpose is to contribute solid evidence and innovative solutions that strengthen mental-health systems and support informed decision-making in public policy.



Don Davis

(D-NC)

Congressman Don Davis was born and raised in Snow Hill, North Carolina. He has spent his life answering the call to serve -- as a veteran, educator, and dedicated public servant.

As a young man, Congressman Davis worked in the tobacco fields and faithfully attended the same church where he currently ministers. He graduated in 1994 from the United States Air Force Academy and became a commissioned officer in the United States Air Force, where he actively served in uniform for eight years. As a first lieutenant, Davis coordinated Air Force One and CODEL operations at Andrews Air Force Base and supported families of military members as a mortuary officer.

Congressman Davis returned to eastern North Carolina as an assistant professor of Aerospace Studies at East Carolina University Air Force ROTC Detachment 600, where he taught national security affairs, military history, and leadership courses. As an educator for over 20 years, Davis mentored thousands of students as they completed their studies.

As a veteran, Congressman Davis continued his commitment to public service by becoming the youngest Mayor of Snow Hill at age 29, where he served seven years. In 2008, Congressman Davis was elected to the North Carolina State Senate, serving 12 years. Congressman Davis is serving his second term in the U.S. House of Representatives, representing 22 counties comprising the First Congressional District of North Carolina in eastern North Carolina. Congressman Davis remains committed to addressing the needs of his constituents.

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

Congressman Davis was appointed the ranking member of the House Agriculture Committee's Subcommittee on Commodity Markets, Digital Assets, and Rural Development in 2025. He will also serve as the vice ranking member of the House Armed Services Committee and the co-chair of the For Country Caucus.

Davis holds a bachelor's degree in social sciences from the U.S. Air Force Academy, a master's degree in administration from Central Michigan University, a master's degree in sociology with a concentration in regional development, and a doctoral degree in education from East Carolina University.



Rob Bresnahan

(R-PA)

Born and raised in the Wyoming Valley, Rob Bresnahan Jr. understands the values and traditions of Northeastern Pennsylvania. His childhood was split between school, hockey, golf, and helping in his family's electrical contracting business. After earning his degree in Business Administration from the University of Scranton, he stepped into a leadership role and became the company's Chief Executive Officer in 2013.

As CEO of Kuharchik Construction, Rob grew the company to more than 150 employees and expanded its capabilities in power distribution and intelligent transportation systems. Under his leadership, the company proudly employed union labor and played a critical role in restoring power after natural disasters across the United States, including hurricanes, floods, and severe winter storms.

In addition to leading Kuharchik Construction, Rob founded a real estate development group focused on revitalizing and repurposing buildings for small businesses and housing throughout NEPA. In 2018, he was recognized by the Northeastern Pennsylvania Business Journal as one of its 20 Under 40 Best and Brightest in Business.

Rob's commitment to his community extends far beyond business. He has served as President of the Luzerne County SPCA and held board positions with the Catholic Youth Center, Junior Achievement, Forty Fort Cemetery Association, the National Electrical Contractors Association, the Luzerne County

Industrial Development Authority, and Big Brothers Big Sisters of Northeastern Pennsylvania. He also completed a marathon to raise funds for pediatric services at a regional healthcare nonprofit, combining his passion for fitness with his dedication to giving back.

Before coming to Congress, Rob served as Chairman of the Joint Apprentice Training Committee, was a Trustee for the IBEW 163 Health, Wellness, and Annuity Funds, and acted as Treasurer for tecBridge, a nonprofit supporting entrepreneurship and innovation across the region.

Elected to the 119th Congress as the representative for Pennsylvania's 8th District, Rob serves on the House Committee on Transportation and Infrastructure as Vice Chair of the Subcommittee on Highways and Transit. He also serves on both the House Committee on Agriculture and the House Committee on Small Business.

In his first eight months in office, Rob has introduced 10 bills and cosponsored 94 others, focusing on strengthening the local economy, expanding access to affordable healthcare, supporting family farmers, and advancing bipartisan solutions that put people before politics. He has championed initiatives to improve infrastructure, invest in workforce training, and support veterans and military families.

Rob is an active member of several caucuses including the Problem Solvers Caucus, Build America Caucus, Modern Agriculture Caucus, Congressional Apprenticeship Caucus, Aviation Safety Caucus, and Fentanyl Prevention Caucus.

Outside of Washington, Rob enjoys life at home in Northeastern Pennsylvania with his wife Chelsea and their playful gray cat Blue. A licensed helicopter pilot, Rob often takes to the skies, combining his fascination with aviation and his love of adventure.



Mazen Saleh

SENIOR POLICY DIRECTOR, R STREET

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.



Marian Salzman

SENIOR VICE PRESIDENT CORPORATE
DEVELOPMENT AND SENIOR ADVISOR
TO THE U.S. C.E.O.

A globally respected communications leader, Marian Salzman has held senior roles at Philip Morris International since 2018, including Senior Vice President, Global Communications, and Senior Vice President & Chief Corporate Citizenship Officer, U.S., before being named to her current position as Senior Vice President, Corporate Development & Senior Advisor to the U.S. CEO in April 2025.

Before joining PMI, Marian headed Havas PR North America for nearly a decade, beginning in 2009. She served as President before becoming Chief Executive Officer in 2011. During that time, she co-created and chaired the Global Collective, the Havas PR operation across several continents. Marian was Chief Marketing Officer at PR firm Porter Novelli from 2008–2009, CMO at JWT Worldwide from 2005–2008, and Executive Vice President and Chief Strategy Officer at Euro RSCG Worldwide (Havas) from 2001–2004.

Widely recognized as one of the world's top trendspotters and most influential cultural commentators, Marian built her career on helping companies and brands anticipate the future ahead of the competition. Among other notable trendsightings, she introduced the world to the "metrosexuality" phenomenon in 2003. Earlier in her career, she co-created and led TBWA\Chiat\Day's futurology and consumer insights group, The Department of the Future, and Young & Rubicam's global trends

TECHNOVATION

SMOKE-FREE BY PMI Washington D.C., April 2026

think tank, the Intelligence Factory. In the early 1990s, she co-founded Cyberdialogue, where she pioneered the use of online focus groups for social research.

Marian is the author or co-author of 18 books, including *Buzz*, *Agile PR*, and, most recently, *The New Megatrends: Seeing Clearly in the Age of Disruption*. She holds a degree in sociology from Brown University and has undertaken graduate studies at Harvard and Johns Hopkins universities.



Wyclef Jean

GRAMMY WINNING ARTIST

Wyclef Jean is a three-time Grammy Award winner, producer, actor, and philanthropist. He has written, performed, and produced—both as a solo superstar and as founder and guiding member of the Fugees—for over two decades. In 1996, the Fugees released their monumental album *The Score*. As a solo artist, Wyclef has released seven albums that have sold nearly 9 million copies worldwide. Wyclef moved with his family from Haiti to Brooklyn when he was nine and has since been an active supporter of his native country.