

“TRUST IN YOUR SCIENTIFIC INSTINCTS AND NEVER STOP MOVING FORWARD.”



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I've studied biology, biochemistry, math, and computer science, and received my doctorate from Cambridge University. In 2008, when I learned Philip Morris International (PMI) was building a new laboratory to assess the products that would form part of a smoke-free future, I said, “I’m in.”

Seeing the positive results from the first studies looking at the differences between cigarette smoke and aerosol from our smoke-free nicotine products was thrilling. There were so many positive findings, and yet we were still in the building phase. What would happen next? We had to tell ourselves to be courageous: *Don't worry, just look at the data.*

Systems toxicology is an exciting and dynamic field to work in, but it creates terabytes of data, as it combines standard toxicology with new and diverse techniques to help give us a bigger and more detailed picture of how toxic substances affect the body. Working with such giant blocks of data is a challenge for all applications of systems toxicology, not just tobacco harm reduction. This is why we share our data and

methods transparently. Not only is it in our best interest to demonstrate openness to the world at large, but it's also important to engage the global scientific community in order to always be moving the science forward.

The potential public health impact of science-backed smoke-free products is considerable. And while these products are not risk-free and deliver nicotine — which is addictive — the breakthrough is profound. And I feel an enormous sense of accomplishment with what we've achieved so far.

Of course, we still have important work to do. We will continue to provide information to regulators, scientists, public health organizations and policymakers about the potential of smoke-free products. We will continue to share our science. And we will continue working to deliver smoke-free alternatives for the world's adult smokers who don't quit tobacco and nicotine altogether. But this is a marathon, not a sprint, and we're in this for the long term.

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