



Tommaso Di Giovanni

VICE PRESIDENT COMMUNICATIONS
& 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 he joined 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).



Omar Abdellatif

MANAGING DIRECTOR KAZAKHSTAN
AND CENTRAL ASIA, PMI

Omar Abdellatif is the Managing Director of Kazakhstan and Central Asia at Philip Morris International. Prior to the appointment, he worked as a General Manager of Lower Gulf countries and Iraq at Philip Morris International affiliate based in Dubai, UAE and overseeing the markets of UAE, Oman, Bahrain, Qatar and Iraq. Omar plays a vital role in driving the transformation of the Philip Morris business in the region towards a smoke free future and strengthening the commercial activities of PMI's innovative scientifically substantiated smoke-free products where commercialized.

Since joining PMI in 2009, Omar has held leadership positions within Markets & Consumer Research in both Switzerland and the UAE as well as Marketing and strategy in Iraq. He has previous experience in large FMCG companies where consumer insight was his main area of focus.

TECHNOVATION

SMOKE-FREE BY PMI Astana, September 2025



Olzhas Bibanov

DIRECTOR OF COMMUNICATIONS
FOR PHILIP MORRIS IN KAZAKHSTAN
AND CENTRAL ASIA SOUTH, PMI

Olzhas Bibanov is the Director of Communications for Philip Morris in Kazakhstan and Central Asia South. He is a seasoned communications professional with over 20 years of experience across the tobacco, telecommunications, and energy sectors. For more than 12 years, he has worked in the tobacco industry, where one of his key priorities is advocating for science-based information about smoke-free products and their role in harm reduction. Olzhas holds a Master's degree from Maastricht University in the Netherlands.



Tomoko Iida

DIRECTOR OF SCIENTIFIC
ENGAGEMENT SOUTHEAST ASIA,
COMMONWEALTH OF INDEPENDENT
STATES & MIDDLE EAST ASIA, PMI

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).



Andrea Gontkovičová

VICE PRESIDENT CORPORATE AFFAIRS
SOUTH & SOUTHEAST ASIA (SSEA),
COMMONWEALTH OF INDEPENDENT
STATES (CIS) & MIDDLE EAST & AFRICA
(MEA) REGION, PMI

Andrea Gontkovičová is PMI's Vice President Corporate Affairs South & Southeast Asia (SSEA), Commonwealth of Independent States (CIS) & Middle East & Africa (MEA) Region. In this capacity Andrea oversees external engagement and regulatory developments in PMI's biggest geographical region. Prior to current appointment, Andrea served as Chairperson of the Board and Managing Director of Philip Morris Czech Republic, with responsibility for Company's business in Czech Republic, Slovakia, and Hungary.

Andrea started her professional career in 1997 at Philip Morris Slovakia and since then held positions of increased responsibility in Corporate Affairs, Commercial Development and Smoke-Free Products Divisions in countries in Central Europe and PMI's Operations Center in Lausanne, Switzerland. In recognition of all Andrea's contributions and success, she is a recipient of numerous prestigious awards from governments in the jurisdictions where she has worked.



Alexey Kim

DIRECTOR CORPORATE AFFAIRS
COMMONWEALTH OF INDEPENDENT
STATES, PMI

Alexey Kim is Director Corporate Affairs for Philip Morris International (PMI), responsible for building external affairs and engagement strategies in Eastern Europe. Alexey has been with PMI for over 20 years. He led Corporate Affairs teams in Kazakhstan and Russia, was Director Strategy and Capability Development team in PMI's Operations Center in Lausanne, Switzerland, and a liaison with international financial institutions in Washington, D.C. Prior to joining PMI, Alexey was the Executive Director of American Chamber of Commerce in St. Petersburg, Russia. Alexey is a recipient of numerous awards from leading international business associations recognizing his input in building sustainable public-private partnerships and enhancing bilateral and multilateral trade between developed and emerging economies.



Evgenii Imyanitov

DOCTOR OF MEDICAL SCIENCES,
PROFESSOR, SPECIALIST IN
MOLECULAR ONCOLOGY,
CORRESPONDING MEMBER OF THE
RUSSIAN ACADEMY OF SCIENCES

In 1989, he graduated from the 1st LMI named after Academician I. P. Pavlov. In 1992, he defended his candidate's thesis, and in 2001, his doctoral dissertation. In 2004, he was awarded the academic title of professor. In January 2016, he was awarded the title of Professor of the Russian Academy of Sciences (in the Department of Physiological Sciences). In October 2016, he was elected a corresponding member of the Russian Academy of Sciences (in the Department of Medical Sciences). He works at the N. N. Petrov Research Institute of Oncology, where he is head of the Department of Tumor Growth Biology. He is head of the Department of Medical Genetics at St. Petersburg State Pediatric Medical University and professor in the Department of Oncology at I. I. Mechnikov North-Western State Medical University.



Alexander Filippov

DOCTOR OF MEDICAL SCIENCES,
PROFESSOR, HONORED PHYSICIAN
OF THE RUSSIAN FEDERATION

Graduated from the S.M. Kirov Military Medical Academy in 1985 with a degree in General Medicine. From 1985 to 1988, he served as the head of the medical post of a regiment and chief of the medical service of a military unit. From 1988 to 2000, he underwent clinical residency training at the Department of General Therapy No. 1 of the Military Medical Academy. In 1990, he successfully defended his thesis for the degree of Candidate of Medical Sciences in specialties 14.00.05 – Internal Diseases and 14.00.43 – Pulmonology. Since 1990, he served at the academy in successive roles as senior resident, lecturer, and associate professor of the Department of General Therapy.

In 2003, he defended his doctoral dissertation in the specialty 14.00.06 – Cardiology. In 2005, he was awarded the academic title of Professor by the Higher Attestation Commission of the Russian Federation. From July 2003 to March 2012, he served as Deputy Head of the Department of Naval and Hospital Therapy. In 2012, holding the rank of Colonel of the Medical Service, he completed his service in the Armed Forces of the Russian Federation.

Since 2014, he has been a Professor at the Department of Hospital Therapy at Saint Petersburg State University. Since 2015, he has headed the Center for Atherosclerosis and Lipid Metabolism Disorders; and since 2018, he has been the Head of the Department of General Medical Practice and Therapy at the Private Educational Institution of Continuing Professional Education "Institute for Professional Retraining of the International Medical Center 'MMC'."

A.E. Filippov is one of the leading experts in Russia in the field of clinical lipidology, diagnosis, treatment, and prevention of atherosclerosis and its complications. He is the author of 4 monographs and more than 150 publications in leading international and Russian journals, and a co-author of the Russian 2023 and Eurasian 2025 clinical guidelines on the diagnosis and correction of lipid metabolism disorders for the prevention and treatment of atherosclerosis.

He is a member of the Russian Society of Cardiology (RSC), the European Atherosclerosis Society, a board member of the National Atherosclerosis Research Society, and a member of the RSC working group on evidence-based medicine in cardio-prevention. He regularly presents at major Russian and international conferences on atherosclerosis and cardiovascular prevention. He is the author and presenter of accredited online continuing education courses for physicians specializing in therapy and cardiology.

Under his supervision, 8 dissertations for the Candidate of Medical Sciences degree have been defended, and 12 international research grants on cardiovascular disease issues have been completed.



Meyram Raganin

DENTIST, CANDIDATE OF MEDICAL SCIENCES, PHD, CHIEF PHYSICIAN AT MIK LLP CLINIC AND PRESIDENT OF THE EXPERT COMMUNITY OF DENTISTS REGIONAL PUBLIC ORGANIZATION

Graduated from the Faculty of Dentistry at Karaganda State Medical Institute (1988). At the beginning of his professional career, he worked as a dentist in Ust-Kamenogorsk, then as an assistant at the Department of Pediatric Dentistry at Karaganda State Medical Institute. In 1994, he completed his postgraduate studies at the Department of Pediatric Dentistry at the Alma-Ata State Medical Institute and successfully defended his thesis for the degree of Candidate of Medical Sciences on the topic: "Comprehensive treatment of primary school children with odontogenic inflammatory diseases, taking into account the microflora of the oral cavity." From 1994 to 2004, he was the chief physician at the

Avicenna Medical Center. In 2004, he joined the Kazakh State Medical Academy and in the fall of the same year was appointed deputy dean of the joint faculty. Since October 2005, he has been the head of the Department of Dentistry at KazSMU. From 2006 to 2009, he was a doctoral student at the Department of Pediatric Dentistry at the S.D. Aisfenidyarov Kazakh National Medical University in Almaty. He has 34 scientific papers published in various scientific journals. He is currently the chief physician of the MiK LLP clinic and president of the Expert Community of Dentists Regional Public Organization.



Sattar Yeraliyev

PULMONOLOGIST OF THE HIGHEST CATEGORY, EXPERT OF THE INTER-REPUBLICAN PULMONOLOGY COMMISSION UNDER THE MINISTRY OF HEALTH OF THE REPUBLIC OF KAZAKHSTAN, CHAIRMAN OF THE CITY RESPIRATORY SOCIETY (ALMATY), MEMBER OF THE EUROPEAN RESPIRATORY SOCIETY (ERS, GOLD MEMBER SINCE 2015)

Graduated from Alma-Ata State Medical Institute with a degree in medicine (1985), specialized in therapy and pulmonology, and has been working in the field of respiratory medicine for over 35 years. Over the years, he has headed the therapeutic, pulmonology, and tuberculosis departments, and since 2005, he has been a pulmonologist consultant at the Regional Diagnostic Center in Almaty. He is the author of scientific publications on COPD, pneumonia, and bronchial asthma, a participant in international research and conferences, and a speaker on current issues in pulmonology and respiratory therapy. He is an expert of the Republican Interregional Pulmonology Commission under the Ministry of Health of the Republic of Kazakhstan.



Shynar Dyusen

JOURNALIST, PR SPECIALIST, WRITER,
BLOGGER

Shynar Dyusen is a journalist, PR specialist, writer, and blogger with over ten years of experience in media and corporate communications.

Her professional focus includes healthcare communications: developing analytical and informational materials on medical projects, covering social initiatives, and fostering collaboration with expert and medical communities. She also has significant experience in strategic communications and crisis management, which allows her to combine strong media expertise with a profound understanding of the importance of healthcare and its role in society.



Asya Kazantseva

SCIENCE JOURNALIST AND
BESTSELLING AUTHOR ON THE
HUMAN BRAIN AND BEHAVIOR

Asya Kazantseva is a science journalist and popularizer of science. In 2008, she graduated from the Faculty of Biology at St. Petersburg State University; in 2018, she earned a master's degree in cognitive sciences from the Higher School of Economics; and in 2021, she completed a master's degree in molecular neuroscience at the University of Bristol. From 2008 to 2015, she worked in science popularization media, including serving as managing editor of the magazine Health.

Since 2014, she has published four popular science books on the human brain and behavior (with a total circulation of more than 150,000 copies). Her first book won the prestigious professional award "Prosvetitel" ("Enlightener").

For the past ten years, she has been giving popular science lectures on neuroscience, drawing large audiences in a hundred cities — from London to Vladivostok, from Singapore to Norilsk. Asya Kazantseva is a science journalist and popularizer of science. In 2008, she graduated from the Faculty of Biology at St. Petersburg State University; in 2018, she earned a master's degree in cognitive sciences from the Higher School of Economics; and in 2021, she completed a master's degree in molecular neuroscience at the University of Bristol. From 2008 to 2015, she worked in science popularization media, including serving as managing editor of the magazine Health.

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Kerem Karacasulu

DIRECTOR SMOKE-FREE PRODUCTS
COMMONWEALTH OF INDEPENDENT
STATES, PMI

Kerem T. Karacasulu was appointed Director, Smoke-Free Products for CIS in January 2025, following his tenure as Group Manager, Portfolio Strategy & Activation since 2021. In his current role, he supports markets across the region in developing and executing multi-category portfolio strategies, commercialization plans, and performance management initiatives.

Mr. Karacasulu joined Philip Morris Turkey in 2018 as Manager, Portfolio Development, and has since held various roles within the Commercial function, contributing to both Combustible and Smoke-Free Product categories.

Prior to joining PMI, he worked in the telecommunications industry, where he held marketing roles focused on consumer services, product marketing, and sports marketing.

He holds a degree in Industrial Engineering from Istanbul, Turkey, with a specialization in Marketing and Business Management.



Indira Sermenova

MANAGER REGIONAL
COMMUNICATIONS, PMI

Indira Sermenova is the SSEA, CIS and MEA Communications and Engagement Manager at Philip Morris International (PMI). She focuses on building transparent dialogue with employees, partners, and external stakeholders while supporting PMI's global transformation towards a smoke-free future.

Indira's strong track record in shaping culture and driving engagement led to her regional leadership role, where she works closely with business leaders to align communications with corporate priorities and elevate PMI's positioning in external communications.

Previously, Indira served as the Commercial Organization Development Manager and the People Engagement/Internal Communications Manager, based in Kazakhstan.

Before joining PMI, Indira held several senior positions in the telecommunications sector, including Head of Strategy Planning and Execution and Program Management Officer at Kcell AO, one of Kazakhstan's leading mobile operators.

Indira holds both a master's degree in International Relations and Affairs and a bachelor's degree in International Relations and Business Administration from KIMEP University in Kazakhstan.