



Tommaso Di Giovanni

VICE PRESIDENT COMMUNICATIONS
& ENGAGEMENT

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).



Jacek Olczak

CHIEF EXECUTIVE OFFICER

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

Mr. Olczak 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. Before joining PMI, Mr. Olczak worked for BDO Binder.

Mr. Olczak holds a master's degree in economics from the University of Lodz, Poland.



Stefano Volpetti

PRESIDENT, SMOKE-FREE
PRODUCTS CATEGORY
& CHIEF CONSUMER OFFICER

Mr. Volpetti became President, Smoke-Free Products Category & Chief Consumer Officer in January 2023 after having served as President, Smoke-Free Products Category & Chief Consumer Officer from November 2021.

Mr. Volpetti joined PMI in 2019 as Chief Consumer Officer. He previously worked at Procter & Gamble for 22 years, where he progressed through various roles with increasing responsibility in Italy and Mexico and on a regional level for the European market. In 2013, he became Vice President for a multifunctional, global business unit at P&G. An experienced marketer with broad experience in commercial and consumer roles in developed and developing markets, Mr. Volpetti specializes in consumer-centric marketing programs, business model transformation, digital acceleration, and disruptive innovation. In 2015, he worked at Luxottica Eyewear as Chief Marketing Officer.

Mr. Volpetti holds a degree in business administration from LUISS University in Italy.



Gizele Baker

VICE PRESIDENT SCIENTIFIC
ENGAGEMENT

At Philip Morris International, Gizele Baker leads a team of scientists who are engaging and sharing the science behind PMI's noncombustible alternatives to facilitate awareness and understanding of tobacco harm reduction. She also led the Epidemiology and Biostatistics team within the department responsible for designing and conducting clinical and post-market assessment programs.

Before joining PMI, she had 18 years of experience in biostatistics and data management and has published numerous articles in international scientific journals.

Ms. Baker, a Canadian by birth, holds a PhD in biometry and epidemiology from the Medical University of South Carolina, USA.



Vassilis Gkatzelis

PRESIDENT, EAST ASIA, AUSTRALIA
& PMI GLOBAL TRAVEL RETAIL REGION

Mr. Gkatzelis was appointed President, East Asia, Australia & PMI Global Travel Retail Region in May 2024. Prior to this, he was President Director, PT HM Sampoerna Tbk, PMI's affiliate listed on the Indonesia Stock Exchange, overseeing the smoke-free and combustible business since 2022.

Mr. Gkatzelis joined PMI in 2003 as a management trainee at Philip Morris Greece during the acquisition and integration with Papastratos. He has held roles of increasing responsibilities in marketing, sales, and general management across markets in Asia, Europe, Middle East & Africa, and in the Global Operations Center in Switzerland, where he served as Director of Commercial Approach Strategy & Deployment. Since 2014, he assumed roles in general management, including General Manager, Morocco and Managing Director, Egypt & Levant, where he and his team built the smoke-free product category across all markets of the cluster. Before joining PMI, he worked at L'Oréal.

Mr. Gkatzelis holds a Global Executive MBA from INSEAD, as well as a Bachelor of Science and an MBA from the Athens University of Economics and Business. He has undertaken executive leadership programs at Harvard Business School and Stanford Graduate School of Business and is a graduate of the FT Non-Executive Director Diploma.

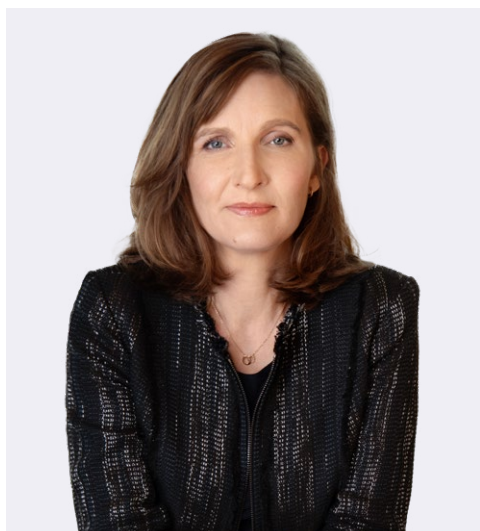


Agnieszka Wyszynska-Szulc

VICE PRESIDENT REGULATORY,
PRODUCT AND ESG POLICY

With over 20 years of experience in Public and Regulatory Affairs, Ms. Wyszynska-Szulc joined PMI in the Polish affiliate in 2004, and since then held various roles in the organization, including Director Regulatory Strategy in the EU Region External Affairs prior to being appointed Global Head Regulatory Policy and later to her current position of Vice President in global External Affairs function at PMI HQ.

She holds a master degree in Management and Administration and a post-graduate degree in Public Affairs, both from the Warsaw University, Poland, as well as an executive MBA from the Warsaw University of Technology Business School, Poland.



Moira Gilchrist

CHIEF COMMUNICATIONS OFFICER

Dr. Gilchrist was appointed Chief Communications Officer in January 2024. She was previously Vice President, Strategic and Scientific Communications, a role she assumed in 2018.

Since joining PMI in 2006, Dr. Gilchrist has held several positions, including leading the Reduced-Risk Products Corporate Affairs team, serving as Director of Scientific Engagement within the R&D function, and working in both product development and commercialization.

Prior to joining the company, Dr. Gilchrist worked in the pharmaceutical sector for more than a decade. She was a principal consultant within PwC's and IBM's pharmaceutical industry consulting groups and held positions within both industry and nonprofit organizations as a developer of drug formulations.

Dr. Gilchrist holds a degree in pharmacy and a PhD in pharmaceutical sciences, both from the University of Strathclyde in Glasgow, Scotland



Dr. Rohan Andrade De Sequeira

CARDIO METABOLIC
PHYSICIAN, INDIA

Dr. Sequeira is a cardio-endocrine physician with a career spanning over 25 years in more than five countries. He specializes in non-invasive cardiology, diabetes, endocrinology, and obesity management, and holds senior consultant positions in cardio-endocrinology at institutions such as Jaslok Hospital, St. Elizabeth Hospital, S.L. Raheja Hospital, Holy Family Hospital, and Breach Candy Hospital in India. He is passionate about training medical students and has been a professor and medical doctor head at various medical colleges in India. Dr. Sequeira's journey also includes serving as the Honorary Consultant Physician to the governor of Maharashtra (India) and leading the department of health's policy decision-making committee for the government of Maharashtra.

He is currently actively involved in regulatory affairs of harm reduction strategies, especially in the field of tobacco harm reduction and addiction. He is also strongly associated with nutritional harm reduction with a focus on pediatric and young adult patients. Dr. Sequeira is the founder and director of SOMHRA (www.somhra.org), an international society dedicated to providing safer alternatives for harm reduction in tobacco, alcohol, and food & nutrition.



Lindsey Stroud

TOBACCO HARM REDUCTION 101

Ms. Stroud is the manager and creator of Tobacco Harm Reduction 101, an educational resource focused on evidence-based tobacco policy. She is also a visiting fellow at the Independent Women's Forum.

Ms. Stroud authors an annual 50-state analysis of CDC data on tobacco and vapor product use among adults and youth, a leading resource for understanding national and state-level trends. She has been researching tobacco and vaping policy since 2016, when she began her work at the Heartland Institute. Prior, Ms. Stroud was a staffer for lawmakers in several states. In various capacities, she has written several books and numerous op-eds, hosted podcast series, and testified before local, state, federal, and international lawmakers and agencies, and has served as a volunteer board member for various associations.



Bill Wirtz

SENIOR POLICY ANALYST,
CONSUMER CHOICE CENTER

Mr. Wirtz is the senior policy analyst for the Consumer Choice Center. He focuses specifically on evidence-based policy-making, agricultural and trade policy, as well as lifestyle choice.

Originally from Luxembourg, he publishes in German, French, and English. He has appeared in Fox News, Sky News, Le Monde, Times of London, Le Figaro, Die Welt, The Hill, and other major news outlets in the world.

Mr. Wirtz also runs the weekly European CCC podcast "ConsEUmer" and produced the CCC's first podcast series "Fun Police".



Maria Alejandra Medina

CORPORACIÓN ACCIÓN TÉCNICA
SOCIAL, COLOMBIA

Ms. Medina is an expert in harm reduction and sustainability. With a Master's in Social Responsibility and Sustainability she has led research and advocacy efforts focused on harm reduction for legal and illegal psychoactive substances through her work with the NGO Corporación Acción Técnica Social (ATS). She has developed drug checking services and promoted responsible alcohol consumption strategies, as well as leading nicotine harm reduction projects since 2018.

In addition to her work in public health, Ms. Medina is actively engaged in civil society initiatives focused on the conservation of marine-coastal ecosystems, citizen participation, human rights, and digital governance. Her experience also extends to sustainability and corporate social responsibility in key industries such as technology, telecommunications, and pharmaceuticals.



Brent Stafford

FOUNDER/EXECUTIVE
PRODUCER REGWATCH

Mr. Stafford is a prolific digital media entrepreneur, marketer and content creator, spanning a 30-year career, which began in broadcast television news. He is the founder and executive producer at [RegulatorWatch.com](#) a national news website dedicated to covering the issues and impacts of regulation in Canada and the U.S.

As S.V.P. Business Development at [VideoClix](#), Stafford was directly responsible for building the [business model & value propositions](#) for the emerging [clickable-video technology](#). He pitched and closed [MTV Networks](#), [ESPN](#) and [Dailymotion](#); establishing VideoClix as their official clickable video vendor.

Mr. Stafford also has extensive experience creating and executing innovative marketing campaigns and joint-promotions. He's worked with over 50 tier-one brands on strategies and tactical programs which leverage the power of entertainment properties and brand assets to build consumer engagement and drive sales. He negotiated & executed the largest brand partnership for [Disney's „The Incredibles“](#) with P&G and negotiated & executed a 4 country Pringles joint-promotion with [„The Lord of the Rings: Return of the King“](#). He also delivered to P&G the [Star Wars](#) franchise for a 16 country theatrical deal in Europe.

He is also a nationally recognized [expert on video games](#), delivering a [\\$2MM anchor brand partnership](#) to Comcast for the launch of the G4Tech-TV cable channel, and he's a prominent television commentator and political columnist.

Mr. Stafford holds a Masters Degree in Communications from Simon Fraser University.

TECHNOVATION

SMOKE-FREE BY PMI

Neuchâtel, May 2025



Miguel Coleta

DIRECTOR SUSTAINABILITY,
ACTIVATION & SUPPORT

Mr. Coleta leads the global deployment of PMI's sustainability strategy. He is based in PMI's operations center in Lausanne and, for over 15 years, he has worked on topics ranging from harm reduction, human rights in the supply chain and corporate sustainability strategy.

Mr. Coleta holds a PhD in Pharmacognosy & Phytochemistry and served one term as a Member of the Portuguese Parliament.



Nicolas Otte

GLOBAL HEAD ILLICIT TRADE
PREVENTION OPERATIONS

Mr. Otte is the Global Head, Illicit Trade Prevention Operations department of Philip Morris International (PMI). Nicolas has dedicated almost his entire professional career to the fight against illicit trade. He joined PMI in 2004 in the Swiss operational headquarters. After several international assignments in Morocco, Hong Kong and New York where he was leading the Company's programs against illicit trade for the Africa, Near-East, Asia-Pacific and Latin America & Canada regions, he returned to Lausanne in May 2019. In his current role, Mr. Otte leads the Company's efforts in fighting illicit trade across the globe, working closely with government agencies, the business community and the civil society in tackling the significant challenges generated by the trafficking of illicit goods and its derived crimes.

Mr. Otte holds a Master of Science in Management from France's EMLYON Business School and completed the International MBA program of the LingNan MBA Center at ZhongShan University in GuangZhou (PRC).