



**2022-2023 Certification Board Candidates
Bios and Personal Statements**

**Faith DiBiasi
Otsuka**

Brief Bio

Faith has more than 20 years of experience in the biotech and pharmaceutical industry, including 8 years at Roche leading the PCR technical support operations group and providing technical direction for strategic marketing. She spent 2 years at QIAGEN as Director of Global Marketing, and 7 years heading infectious disease & immunology publications and overseeing knowledge management at Human Genome Sciences Inc. Over the past 9+ years she has been the Director of Scientific Communications in the Medical Affairs department at Otsuka Pharmaceutical Development & Commercialization, Inc. leading the publication efforts for CNS, Digital Medicine, Oncology and Nephrology. Before going to industry, Faith was a clinical microbiologist, an infectious disease researcher, and she taught Biology, Microbiology, and Bacterial Genetics at the University of Pittsburgh. Faith has a BS in Microbiology and a paralegal certificate both from Penn State University, she is a board-certified Microbiologist, has an MBA in Marketing, and is an ISMPP CMPP. In the past she has chaired the ISMPP abstract committee, co-chair of the ISMPP credentialing committee, and currently serves on the certification board and is on the GPP4 steering committee.

Qualification Statement

Currently serving on the board and would like to continue on for another term to continue the great work we have started.



Dana Fox
Caudex

Brief Bio

Dana has 14 years of medical communications and scientific publishing experience and is currently SVP, Portfolio Director for Caudex, based in the United States. In this role, she provides high-level commercial, operational, financial, and strategic insight combined with account leadership of client services and scientific services teams. She effectively manages and coaches her team to ensure excellence in product delivery across the communication mix. She is also responsible for promoting best practice across client accounts ensuring operational effectiveness. Dana has led communication and publication planning activities in several therapy areas including oncology, immunology, cardiology, virology, neurology, gastroenterology, pulmonology, and metabolism. Dana obtained her PhD in Molecular and Cellular Biology from the University of Massachusetts and Virginia Tech. She has been a Certified Medical Publication Professional since 2010, served as Chair of the Recertification Committee, and currently serves as Secretary on the ISMPP Certification Board.

Qualification Statement

In my time working with ISMPP™ I have been a passionate advocate for the Certification Program and CMPP™ community. For the past 2 years, I have had the pleasure of serving on the Certification Board to oversee and manage the CMPP™ program. Together with my fellow directors, we identified and executed upon several initiatives that have directly resulted in a thriving, growing, and successful CMPP™ community. I also volunteered on the Recertification Committee for 6 years, serving 4 years as committee chair. During my tenure, we incorporated self-study activities, upgraded the credit tracker, and qualified many activities for recertification credit. I have delivered several presentations at ISMPP™-Us, the ISMPP™ annual meetings, training sessions, and created a video guide on the credit tracker which is accessible to all on the ISMPP™ website. I have also contributed to the review and update of the CMPP™ exam blueprint, and supported the development of a new remote online exam option, which will be a highlight for me and the CMPP™ community alike. These qualifications and my dedication and commitment to the ethical and effective publication of medical and scientific research with the highest standards make me a valuable asset to the Certification Program.



Aaron Hazzard
Merck

Brief Bio

I started in publications when I was hired at a medical writing agency (CHC group, now ICON) in 2002 where I held the roles of project and account manager up through 2013. During that time, I helped open a sister office (CPS) and managed the lead account for many years. I then left CHC Group to join Merck & Co., Inc. as a publication manager in oncology and am now a director with reports. I have my CMPP certification and I have also attended most of the ISMPP annual meetings since 2002. I also recently earned an MS degree in Clinical Research Organization & Management at Drexel University in May 2021.

Qualification Statement

As discussed in detail in my bio, I have 20 years of experience in publication management within both a medical writing agency (as an account manager) and a major pharmaceutical company (as a publication manager). I have attended over a dozen ISMPP meetings and I have my CMPP certification. In addition to my tenured experience, I also believe my publication management focus in oncology over the last 8 years has provided me with many unique experiences that I feel will be of benefit if I am chosen for the ISMPP Certification Board. Within Merck, I lead many different internal working groups and am now looking for leadership roles outside my organization. I am hopeful I can utilize my extensive publication experiences to benefit other members within ISMPP.



Claudia Piano
ApotheCom

Brief Bio

I have over 25 years' experience at leading healthcare communications agencies, providing account leadership, strategic guidance, and tactical expertise to both global and US domestic clients. I currently lead 2 business units within ApotheCom in the U.S. and sit on the Leadership team. Prior to joining ApotheCom in 2020, I worked my way through the ranks of agency life in client services, spending several years at each company. From 2009-2020, I worked for CMC, a McCann Health company, where I started as Head of U.S., leading the growth of the US-based team and establishing a flagship office in NJ. I later changed roles to lead CMC Affinity, a division of CMC, with a fully integrated US/UK team and global roster of clients. Previously, from 2000-2009, I worked at Parexel's Med Com division as Group Client Services Director, and later, Head of U.S. Client Services. Throughout my career, I have provided strategic medical communication services for a broad range of clients, spanning small biotech to big pharma, across a wide variety of therapy areas. I hold a BA in Communication Arts from Ramapo College of NJ, and a Masters in Liberal Arts from Harvard University.

Qualification Statement

I believe that I possess the leadership qualities, the experience, the dedication, and the talent for collaboration that is required to serve on the Certification Board. Here are a few relevant facts for consideration. I have:

- been a Certified Medical Publication Professional (CMPP™) since 2012
- served on the Annual Meeting Program Committee from 2018 to the present
- been elected to the 2018 Nominating Committee, where I helped to successfully recruit nominees for that year's open positions
- served on several ISMPP volunteer committees since 2011
- participated as a faculty member in parallel sessions, roundtables, and co-authored posters presented at the AM and EU meetings
- liaised with ISMPP on behalf of CMC (and its sister agencies) from 2009-2019 to plan the AM sponsorship and exhibits, helping to expand CMC's involvement with ISMPP, and helping many staff become ISMPP members/attain their CMPP. I am currently helping to expand the ISMPP membership and CMPP credentialing program at ApotheCom in the US.



Overall, I have a lot of experience volunteering with ISMPP while maintaining an active position in medical communications. I believe that serving on the Certification Board is the next logical step in my relationship with ISMPP.



Serina Stretton
Envision Pharma

Brief Bio

Serina Stretton is a Division Lead and Head of Asia Pacific at Envision Pharma Group. She became an ISMPP Certified Medical Publication Professional™ (CMPP) in 2010 and has contributed to various ISMPP programs through oral presentations, posters, and as a roundtable convenor. As Head of Asia Pacific for Envision Pharma Group, Serina has contributed to professional development initiatives for new and existing employees in Australia and Japan, and has conducted annual workshops and writing seminars for almost two decades for numerous organizations.

Serina is a tertiary qualified (BSc Hons, PhD) medical publication professional with more than 20 years' experience working with authors and clients in the United States, Europe, and the Asia Pacific region. She has worked in various scientific writing and leadership roles in academic and medical communications settings and is responsible for oversight, strategy, and content development for multiple publication and medical communication plans for pharmaceutical and biotech companies, and academic research groups. She has published peer-reviewed research on publication misconduct, is a past-Convenor of the Medical Writing Interest Area Subcommittee for ARCS Australia, and past-member of the Global Alliance for Publication Professionals.

Qualification Statement (200 words on why you are qualified to serve)

I have a passion for supporting the medical publication professional industry and see the CMPP designation as a critical measure of quality and expertise underpinned by Good Publication Practice. Because medical publication professionals are often the “gatekeepers” of ethical and transparent data dissemination, it is critical that the CMPP remains relevant and up to date with international standards related to publication practices and to the changing ways in which data are disseminated.

In my previous roles, I have sought to support the medical publications professional industry through provision of evidence-based research in the peer-reviewed literature, advocacy (GAPP), and education and training (ISMPP, EMWA, ARCS Australia). Now, I seek a role on the ISMPP Certification Board to continue this support of our profession by ensuring that the CMPP credential evolves as industry and world trends in clinical data dissemination evolve. In particular, I have an interest in expanding the relevance and reach of the CMPP credential in the Asia Pacific region.