



## 2025-2026 Certification Board Candidates Bios and Personal Statements

**Susan Garson**  
Gilead Sciences

### **Brief Bio**

Susan Garson has more than 20 years of experience in the pharmaceutical industry, with a background spanning scientific research and medical publications. She is currently Director of Scientific Communications at Gilead Sciences, where she leads global publication teams in virology and inflammation. Since 2022, she has played a pivotal role in strategic publication planning and execution, ensuring alignment with ethical publication practices and scientific standards.

Prior to Gilead, Susan spent 19 years at Merck & Co., Inc., where she held roles in Global Medical and Scientific Publications. Her work focused on infectious disease and vaccine programs, with responsibilities including oversight of publication planning and collaboration with internal teams, external authors, and medical communication agencies to support scientific communications.

Susan began her career at Merck & Co., Inc., in 2003 as a laboratory scientist in neuroscience drug discovery and contributed to multiple peer-reviewed publications. She holds a B.S. in Behavioral Neuroscience from Lafayette College and a Master's degree in Clinical Pharmacology from Thomas Jefferson University. She is a Certified Medical Publication Professional (CMPP) and has served on ISMPP's recertification and exam-writing committees. She is currently completing her second year on the ISMPP Certification Board.

### **Qualification Statement**

I am honored to seek re-election to the ISMPP Certification Board, where I have served for the past two years. With over 20 years of experience in the pharmaceutical industry, I bring a strong foundation in both scientific research and medical publications. My background includes time as a bench scientist and as a publication professional, giving me a well-rounded understanding of how data are developed, interpreted, and communicated.

At both Gilead and Merck, I have led global, cross-functional publication teams supporting virology, inflammation, and infectious disease programs. I've played a key role in strategic publication planning and execution, with a solid understanding of GPP and the evolving compliance landscape that shapes our work. I also have extensive experience partnering with medical communication agencies, working closely to align on strategy, ensure quality, and maintain consistency across deliverables.



In addition to my board service, I've contributed to ISMPP through several years on the recertification committee and as an exam writer for the past three years. These experiences have reinforced my commitment to maintaining the continued excellence of the CMPP credential.

It would be a privilege to continue serving the ISMPP community and supporting the advancement of our profession.



**Krupa O'Neill**  
**MEDiSTRAVA**

### **Brief Bio**

I have been ISMPP-CMPP™ certified since 2012, and bring over 15 years' agency experience driving strategic planning and tactical execution of publications and broader medical affairs initiatives. Having worked with a range of organizations, from emerging biotechs to large global pharma, I've supported assets at every stage of clinical development and helped teams navigate varying levels of internal publication process.

An early career highlight was co-facilitating a publications steering committee workshop for a major real-world study. This workshop led to the publication of a primary manuscript and a series of secondary articles exploring sub-analyses defined, prioritized and led by the external expert steering committee.

Another highlight was leading the development of a consensus manuscript providing expert guidance on clinical use of a novel treatment for major depressive disorder. This article ranks in the top 5% of all Altmetric-scored research, reflecting its broad reach and influence within the medical community.

I currently lead a specialist HEOR/RWE publications team, a role which allows me to stretch my skills and passion, and instill best practice in an evolving area of medical publications.

Throughout my career I've consistently contributed to advancing publication excellence through delivering training; facilitating workshops; and creatively approaching complex publication challenges.

### **Qualification Statement**

My commitment to upholding and promoting professional standards in medical publications is a core part of my work. I have designed and delivered both internal and external training programs focused on Good Publications Practice (GPP) and ethical authorship. I co-facilitated several sessions of *The Training Zone* at ISMPP EU meetings – an interactive workshop series aimed at professionals new to publication planning. These sessions evolved from foundational planning principles (2012–2022) to best practices for integrating digital enhancements into publications (2023).

In parallel, I led internal training initiatives at Nucleus Global, including a series of Publications Bootcamps, introducing agency staff to the principles of GPP and agency-side best practices to drive consistent, high-quality support across teams.

The success of *The Training Zone* led to an invitation to contribute to *The MAP Newsletter*, where my co-facilitators and I authored two articles: the first outlining development of a strategic



publication plan,<sup>1</sup> and the second providing guidance on tactical delivery of medical publications.<sup>2</sup> Both articles are included in the CMPP™ critical reference list, underscoring their value to the broader medical publications community.

My experience reflects a deep commitment to maintaining the highest standards in medical publications and a passion for mentoring and educating others.

1. Thompson M, Gonzalez J, Halford C, O'Neill K. [Developing a Strategic Publication Plan: A Visual Survival Kit](#). *The MAP Newsletter*. 2022.
2. Thompson M, Gonzalez J, Halford C, O'Neill K. [Tactical Delivery of Medical Publications: A Visual Journey](#). *The MAP Newsletter*. 2022



**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 a business unit within ApotheCom and sit on the Global 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, an IPG 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:

- already served a term on the Certification Board, 1 year as Secretary and 1 year as Vice Chair
- as part of my Certification Board duties, I have been an item writer for the CMPP credential exam
- as part of my Certification Board duties, I have served as faculty at the ISMPP Annual Meeting at parallel sessions on the CMPP credential (2024, 2025), presented the CMPP update at the plenary (2025), and worked the CMPP booth with Danita (2024, 2025)
- been a Certified Medical Publication Professional (CMPP™) since 2012
- served on the Annual Meeting Program Committee from 2018 to 2022
- 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 as well.

Overall, I have a lot of experience volunteering with ISMPP while maintaining an active position in medical communications. I have served on the Certification Board for 1 term already, and I believe a second term will enable me to utilize my experience to help the Board move forward strategically.



**Samantha Rose**  
**Abbvie**

**Brief Bio**

Samantha Rose is a seasoned publication professional with extensive experience in planning and executing publication strategies from both the pharmaceutical and agency perspectives. Her career began at Apothecom, where she advanced through various roles in Client Services, showcasing her ability to manage complex publication plans for pharmaceutical clients. Samantha then joined Bristol-Myers Squibb as a Publication Specialist, where she facilitated the planning and execution of publications for local affiliates, ensuring compliance and integration with global strategies. This work was highlighted as a member oral presentation at the 2017 ISMPP annual meeting.

At AbbVie, Samantha initially served as a Publication Lead, developing and executing strategic medical publication plans within multiple therapeutic areas. Currently, she serves as the Head of Publications Operations, leading and managing a team responsible for the department's strategic operations including budget, agency relationships, congress support and process improvement. Samantha holds an MBA from Fairleigh Dickinson University and a Bachelor of Science in Business Administration from The College of New Jersey. As an ISMPP CMPP™ since 2015, she continues to contribute to industry best practices, serving on the ISMPP Recertification Committee since 2023 and mentoring several CMPP candidates.

**Qualification Statement**

With over 14 years of experience in medical publications, I have developed a strong background in strategic planning, development, and management within the pharmaceutical industry. I have maintained my ISMPP CMPP™ credential for the past decade, consistently staying current on good publication practices and ensuring adherence both in my role and among my colleagues. As a prospective member of the certification board, I am eager to leverage my experience to support and enhance all aspects of the exam and certification process. Serving on the certification board would allow me to continue my contributions to the industry, reinforcing high standards and integrity within medical publications.



**Merry Saba**  
**Retired from Sanofi May 2025**

**Brief Bio**

With a career rooted in scientific publications and medical communications, I bring more than 30 years of diverse experience across industry and agency settings. I have held roles ranging from medical writer to scientific director at medical communications agencies and have been a scientific publication / medical communications lead as well as a publication compliance specialist in the pharmaceutical industry. Across all roles, I have remained committed to promoting publication excellence, ethical standards, scientific integrity, and compliance with industry standards.

I have been a Certified Medical Publication Professional (CMPP) since 2014 and am an active member of ISMPP, contributing to the society as a presenter on publication compliance topics. Most recently, I served on the 2024 ISMPP Academy Program Committee, helping to shape content that reflects the evolving needs of our profession.

It would be an honor to serve on the ISMPP Certification Board, where I hope to contribute my experience, strategic perspective, and deep commitment to upholding the values of the CMPP credential and supporting the professional development of our community.

**Qualification Statement**

I am eager to serve on the ISMPP Certification Board to contribute to the continued integrity, growth, and impact of the CMPP credential. With more than 30 years of experience across medical communications agencies and pharmaceutical companies, I bring a seasoned perspective on the challenges and standards that define excellence in our field.

During my career, I consistently championed compliance, publication ethics, and transparent communication. I have led publication teams, developed training programs, contributed to publication best practices within my organizations, and driven initiatives that align with the principles that ISMPP upholds.

As a CMPP and active ISMPP member, I understand the value this credential brings to individuals, organizations, and the profession. I am passionate about maintaining the integrity of the certification process and ensuring it reflects the evolving landscape of medical publications.

It would be a privilege to serve on the ISMPP Certification Board, where I hope to contribute my practical experience, strategic insight, and enthusiasm for supporting the professional



development of current and future CMPPs. I see this as an opportunity to give back and help shape the future of certification—ensuring it remains rigorous, relevant, and representative of the highest standards in our profession.