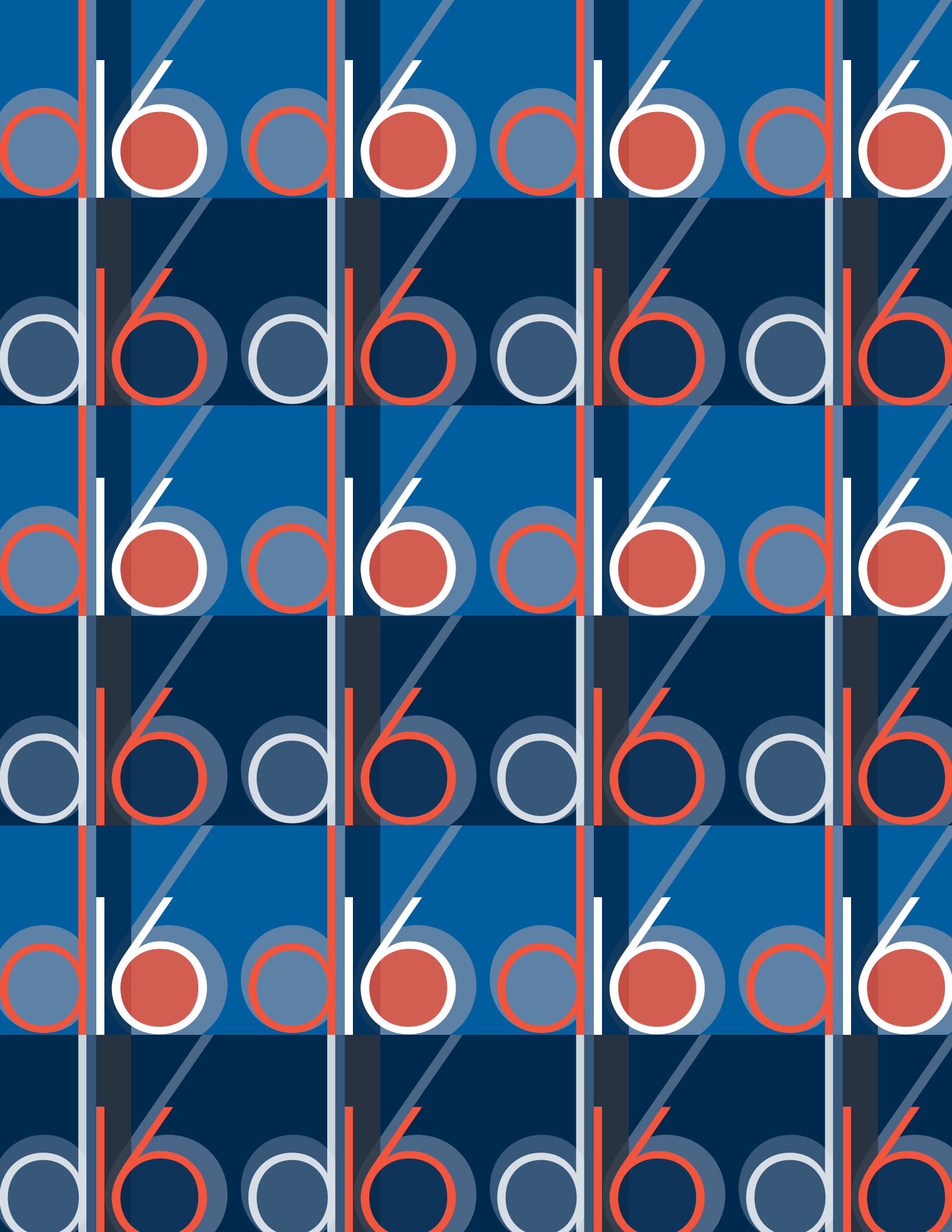




EXECUTIVE INNOVATION LAB
ON DIABETES AND OBESITY

PARTICIPANT BIOGRAPHIES



d16 PARTICIPANTS

JENNIFER AAKER



A social psychologist, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business. Her

research focuses on the psychology of time, money and happiness—specifically how people chose to spend their time and money, and when and why those choices are associated with lasting value. Aaker teaches courses at Stanford's Graduate School of Business and Hasso Plattner Institute of Design (“d.school”) such as “Building Innovative Brands” (with Chris Flink, IDEO), The Innovation Playbook, Designing Story in a Digital World, and Rethinking Purpose.

✉ jaaker@stanford.edu 🐦 @aaker

JOHN AGOS



John is the Sr. Director and the head of the Cardiovascular and Diabetes advocacy team for the Partners in Patient Health group at Sanofi. He is

accountable for partnerships with cardiovascular and diabetes associations, provider and payers groups, along with diabetes patient groups and health advocates, working to address issues critical to improving patient health.

✉ John.Agos@sanofi.com 🐦 @jjagos

BECKY BAUSMAN



Becky is a C-level advisor and marketing strategy consultant at Cunningham Collective, an innovation-to-market consulting firm based in San Francisco.

Becky's marketing leadership career is rooted in technology and the product marketing discipline, built on 18 years with enterprises spanning hardware and professional services. She is above all a positioner, writer, and framer, deft at organizing complex ideas and conveying them in relatable ways. As a principal at Cunningham Collective, she shapes marketing, positioning, and go-to-market strategies for companies in hardware, SaaS, travel, and health care sectors.

✉ becky@get2aha.com 🐦 @BeckyOnTheRoad

SAVI BAVEJA



Savi has deep experience as a senior leader in the management consulting industry. He has consulted on several iconic and successful transformations

in the technology industry and has previously served on the Bain & Company Board. Prior to joining Bain, Savi obtained an MBA with high distinction as a Baker Scholar from Harvard University and a BS with distinction as a Terman Scholar in Electrical Engineering from Stanford University.

✉ savi.baveja@gmail.com

ADAM BROWN



Adam Brown has worked at Close Concerns since 2010. He is currently the head of diabetes technology and digital health, bringing nearly 15 years of personal experience with type 1 diabetes to all of his work. Adam

has been highly involved in the expansion of technology coverage at Close Concerns, which includes glucose meters, CGMs, insulin pumps, automated insulin delivery, diabetes software, mobile apps, and wearables. Adam also serves as a senior editor and regular contributor at diaTribe.org, where he writes an acclaimed column (Adam's Corner) focused on actionable tips for living well with diabetes.

✉ adam.brown@closeconcerns.com [@asbrown1](https://twitter.com/asbrown1)

KELLY BROWNELL



Kelly Brownell is Dean of the Sanford School of Public Policy at Duke University, where he is also Robert L. Flowers Professor of Public Policy and Professor of Psychology and Neuroscience. Prior to joining the

faculty at Duke, Brownell was at Yale University where he was the James Rowland Angell Professor of Psychology, Professor of Epidemiology and Public Health, and Director of the Rudd Center for Food Policy and Obesity.

✉ kelly.brownell@duke.edu [@DukeSanford](https://twitter.com/DukeSanford)

CURTIS CARTER



Curtis is the Director of Advocacy at AstraZeneca (AZ), the seventh largest pharmaceutical company in the world. Previous to his position at AZ, he was the Director of Advocacy at Bristol-Myers Squibb and the Associate

Director of Advocacy and Education at Amylin Pharmaceuticals for over a decade before they were acquired by AZ.

✉ Curtis.Carter@astrazeneca.com [@AstraZeneca](https://twitter.com/AstraZeneca)

PAUL CIECHANOWSKI



Dr. Ciechanowski, MD, MPH, is founder and CMO of Samepage Health, a company providing software and services for addressing care of patients with diabetes, depression and other chronic conditions. Samepage

Health's platform provides collaborative care and behavior change interventions for healthcare systems, payers and pharma/device companies. Dr. Ciechanowski has dedicated his career to improving healthcare communication based on his blended background as a family doctor, diabetes management specialist, and psychiatrist. He has conducted national research and published extensively in top medical journals including JAMA, New England Journal of Medicine and others. He is an international authority on case management programs, behavior change, treatment adherence, and patient-provider communication.

✉ paul@samepagehealth.com [@samepaging](https://twitter.com/samepaging)

KELLY CLOSE



Kelly Close founded Close Concerns in 2002, a healthcare information company focused exclusively on diabetes and obesity. Kelly's passion for the field comes from her extensive professional work as well as from

her personal experience, having had diabetes for nearly 30 years. Kelly is founder and Chair of The diaTribe Foundation, a nonprofit established in 2012 to improve the lives of people with diabetes and pre-diabetes and to advocate for action. Before starting Close Concerns and the diaTribe Foundation, Kelly's work focused on life sciences more broadly; over nearly a dozen years, she worked on Wall Street and at McKinsey & Company. Kelly has a BA from Amherst College and an MBA from Harvard Business School.

✉ kclose@closeconcerns.com [@kellyclose](https://twitter.com/kellyclose)

ANDY CUNNINGHAM



Andrea Cunningham is a strategic marketing and communications expert who helped launch the Apple Macintosh in 1984 as a part of Regis McKenna. She founded and is currently the president of Cunningham Collective, Inc., an

innovation-to-market management consulting firm.

✉ andy@andycunningham.com 🐦 [@andycunningham4](https://twitter.com/andycunningham4)

ABDALLAH DAAR



Dr. Daar is Professor of Clinical Public Health; Global Health; and Surgery. He is a member of the UN Secretary General's Scientific Advisory Board and Chair of the Scientific Advisory Board of Grand Challenges Canada. He was the

founding Chair of the Global Alliance for Chronic Diseases and is a member of the board of the World Diabetes Foundation.

✉ a.daar@utoronto.ca 🐦 [@AbdallahDaar](https://twitter.com/AbdallahDaar)

DAVE DEBRONKART

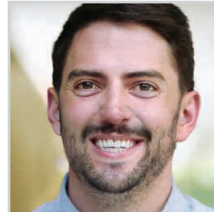


Dave deBronkart is a passionate evangelist for transforming the patient's role in health and care, especially as enabled by the internet, health data and e-health tools. In 2007, he beat Stage IV kidney cancer by coupling great

medical care with a great online community of patient peers. He now evangelizes for medicine to recognize the validity of activated, autonomous, empowered patients and to enable them in full partnerships and with full access to their data. Dave was diagnosed with pre-diabetes in November 2014, and has since become involved with the YMCA Diabetes Prevention Program and a daily jogger. An accomplished international keynote speaker, Dave seeks to activate and align consumer, community health workers, and patient advocacy organizations in the US. His TED talk "Let Patients Help" is approaching a half million views and has been translated into 26 languages.

✉ priority@epatientdave.com 🐦 [@ePatientDave](https://twitter.com/ePatientDave)

SEAN DUFFY



Sean Duffy is the co-founder and CEO of Omada Health, a digital behavioral medicine company dedicated to inspiring and empowering people everywhere to live

free of chronic conditions like heart disease and type 2 diabetes. In 2015, Omada was named one of Fast Company's "50 Most Innovative Companies in the World." Prior to Omada, Sean worked at both Google and IDEO. A former MD/MBA candidate at Harvard, he holds a BS in neuroscience from Columbia University.

✉ sean@omadahealth.com 🐦 [@seanduffy](https://twitter.com/seanduffy)

ESTHER DYSON



Esther Dyson is the founder of HICcup (Health Initiative Coordinating Council) and its 10-year project to create health (not care), the Way to Wellville. The Wellville

Accelerator operates in five small communities around the US (see ww.hiccup.co). Previously, Dyson published Release 1.0 and hosted PC Forum, the leading newsletter and conference of the emerging infotech market, from 1982 to 2007. She currently spends 100 percent of her time on Wellville and devotes the remaining 50 percent to angel investments and board duties for companies including 23andMe, Meetup and Voxiva.

✉ edyson@edventure.com 🐦 [@edyson](https://twitter.com/edyson)



WILL FLEISSIG



Will Fleissig is the President and CEO of Waterfront Toronto, the publicly-funded corporation charged with the revitalization of 2,000 industrial acres immediately adjacent to

downtown Toronto – one of the largest urban infill projects in the world. He melds the fields of real estate development, planning, urban design and environmental stewardship. His collaborative approach to development aligns citizens, civic leaders, public agencies, investors and property owners in common-purpose decision making.

✉ Wfleissig@gmail.com [@WaterfrontTO](https://twitter.com/WaterfrontTO)

FAITH FOREMAN



Faith Foreman, Dr. P.H., MPH, LVN, is the Assistant Director of Houston Health Department. An expert in public and community health promotion, evaluation and planning, Foreman has lead the design, implementation and

evaluation of numerous health interventions at the local, state and federal level. She has a special passion for eliminating health disparities among marginalized communities and strives to bring social justice and equity to the delivery of preventive health services.

✉ Faith.Foreman@houstontx.gov [@drfaith1](https://twitter.com/drfaith1)

JIM GAVIN



James R. Gavin III, MD, PhD is a noted leader in the field of diabetes, serving as CEO and Chief Medical Officer of Healing Our Village, Inc, Clinical Professor of Medicine at Emory University School of Medicine, Clinical

Professor of Medicine at Indiana University School of Medicine, and Chairman of the Partnership for a Healthier America.

✉ jrgavin3@yahoo.com [@jrgavin3](https://twitter.com/jrgavin3)

PHIL GILBERT SR.



Phil Gilbert is the General Manager of IBM Design, which was formed in 2012 and is focused on simplifying access to IBM's capabilities. Phil joined IBM in 2010 via

the acquisition of Lombardi Software where he was President. Leveraging this outsider's perspective combined with a healthy respect for IBM's design heritage, he is leading this effort to create a sustainable, modern culture rooted in the principles of human-centered design.

✉ phil@gilbert.com [@philgilbertsr](https://twitter.com/philgilbertsr)

KEVIN L. HAGAN



Kevin is the CEO of the American Diabetes Association, America's leading 501(c)(3) nonprofit organization providing diabetes research,

information, and advocacy. His background in organizational transformation brings him to American Diabetes Association after serving as President & CEO at Feed the Children, one of the largest humanitarian relief organizations in the world. Previously, he directed Public Affairs and Communications at US Foods, North America's Second Largest Food Distributor and served as the national executive for conflict management and executive development at the United States Postal Service.

✉ KHagan@diabetes.org [@KLHAGAN](https://twitter.com/KLHAGAN)

JENNIFER HAHAMIAN



Jennifer Hahamian is a Marketing and Business Development Consultant with a focus on the Consumer and Professional Medical Device Markets. The companies she serves benefit from the successes and failures

she has experienced while at two venture capital-backed diabetes device startup companies, and 19 years at Johnson & Johnson as the VP of Marketing and e-business.

✉ jhahamian@outlook.com

JEFF HALPERN



Jeff Halpern brings a combination of strategic business skills, consumer marketing acumen and experience in the diabetes device industry. He is currently Senior Director of Marketing, Sensor Platform for Abbott Diabetes

Care where he is responsible for the global marketing and commercialization of Abbott's sensor-based glucose monitoring systems. He has Type 1 diabetes.

✉ Jeff.Halpern@abbott.com [@jeffhalpern](https://twitter.com/jeffhalpern)

BRAD HARMON



Brad Harmon is the Head of Market Development for the \$6B+ Sanofi U.S. Diabetes portfolio at Sanofi Pharmaceuticals. His marketing experience spans across both anti-Infectives and Diabetes

disease areas. Currently he is leading the Market Development initiatives for 4 Diabetes launch products. He also currently serves on the Board of Directors of Indigo Bioscience, a biotechnology company focusing on Nuclear Assay Technology in State College, PA.

✉ Brad.Harmon@sanofi.com [@bradharmon5](https://twitter.com/bradharmon5)

LEE M. KAPLAN



Lee M. Kaplan, MD, PhD is director of the Obesity, Metabolism and Nutrition Institute and founding director of the Weight Center at the Massachusetts General

Hospital, leading centers for obesity research, education, and clinical care. A gastroenterologist and molecular biologist by training, he is also an associate professor of medicine at Harvard Medical School. Dr. Kaplan is a world-renowned obesity researcher, clinician and educator and a strong advocate for better understanding, prevention and treatment of the many forms of obesity and its often devastating consequences.

✉ Kaplan.Lee@mgh.harvard.edu
[@Harvard](https://twitter.com/Harvard), [@MassGeneral](https://twitter.com/MassGeneral)

CHRISTOPHER KAY



Christopher Kay is Senior Vice President and Chief Innovation Officer at Humana. In this role, he works closely with internal business leaders, as well as

outside partners, to design, test, and operationalize game-changing innovations. He is a member of the Management Team, which sets the strategic direction for the company. Chris is a keen innovator with a passion for creating new businesses in large global organizations and for launching products and services that enhance the consumer experience.

✉ ckay@humana.com [@Humana](https://twitter.com/Humana)

ORVILLE KOLTERMAN



Dr. Kolterman received his M.D. from Stanford University School of Medicine. He was most recently Senior Vice President and Chief Medical

Officer of Amylin Pharmaceuticals and has been Adjunct Professor of Medicine at the University of California, San Diego. Dr. Kolterman is also a past-president of the California Affiliate of the American Diabetes Association.

✉ okolterman@alumni.stanford.edu [@TreeEnd01](https://twitter.com/TreeEnd01)

BON KU



Dr. Bon Ku is an Associate Professor of Emergency Medicine and an Associate Dean at Sidney Kimmel Medical College at Thomas

Jefferson University. Bon directs the College within a College–Design, a program that teaches medical students to solve healthcare challenges using design thinking methodology. The design program, the first of its kind for a U.S. medical school, empowers future doctors to redesign healthcare systems, services, spaces and medical devices.

✉ Bon.Ku@jefferson.edu [@BonKu](https://twitter.com/BonKu)

ALLISON KURIAN



Allison W. Kurian, M.D., M.Sc. is an Assistant Professor of Medicine and of Health Research and Policy at Stanford University School of Medicine. She received

her medical degree from Harvard Medical School, trained as a resident in Internal Medicine at the Massachusetts General Hospital, and completed her fellowship training in Medical Oncology along with a master's degree in Epidemiology at Stanford University. Dr. Kurian's research focuses on the identification of women with elevated breast and gynecologic cancer risk, and on the development and evaluation of novel techniques for early cancer detection and risk reduction.

✉ akurian@stanford.edu [@AllisonKurian](https://twitter.com/AllisonKurian)

NIELS LUND



Niels is responsible for developing and implementing the global public affairs strategy in Novo Nordisk, including managing Changing

Diabetes® flagship programs and events, public health evidence, insights and policy development and capacity building globally. Prior to joining Novo Nordisk in 2007, Niels had an extensive career in international development with assignments for UNICEF and the World Bank.

✉ nlnd@novonordisk.com [@lund_niels](https://twitter.com/lund_niels)

KATE MCLEAN

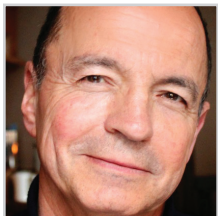


Kate McLean is the producer of SUGARLAND, a two-hour special on the diabetes epidemic in America, now in development for national PBS. The project traces the

hidden impact of diabetes on our society and economy with a special focus on minority communities that are most affected; it also looks at current best efforts to treat and overcome this critical disease. She previously worked to produce The Immortalists, which premiered at SXSW Film Festival. Before that, she worked on the PBS special The Botany of Desire, adapted from Michael Pollan's best-selling book. McLean has a master's degree from the UC Berkeley Graduate School of Journalism.

✉ katemclean@gmail.com [@katedotmclean](https://twitter.com/katedotmclean)

DAVID NAPIER



David Napier is Professor of Medical Anthropology at University College London, Director of the University's Centre for Applied Global Citizenship, and Director of

its new Science, Medicine, and Society Network. Napier is currently involved in a number of applied research projects examining creativity in scientific practice, the application of new technologies to health-care delivery, the role of culture in health, and the assessment of vulnerable populations. David was also the lead author on the recent Lancet Commission on Culture and Health.

✉ d.napier@ucl.ac.uk [@UCLanthropology](https://twitter.com/UCLanthropology)

SHEPARD NEVEL

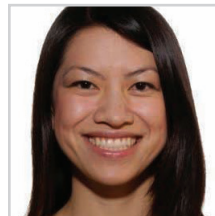


Shepard Nevel is president & CEO of LiveWell Colorado, a statewide organization that partners with the private sector, local governments, school

districts and community-based coalitions to reduce and prevent obesity by increasing healthy eating and active living. LiveWell reaches more than one million Coloradans with its innovative model. Shepard is the former VP of policy, evaluation and communications for the Colorado Health Foundation, the nation's third largest health foundation, and was president & CEO of Jovian P4, an education- and technology-focused company established by entrepreneur (and now Congressman) Jared Polis.

✉ snevel@livewellcolorado.org [@ShepardNevel](https://twitter.com/ShepardNevel)

RITA NGUYEN



Dr. Rita Nguyen has been working for much of her life to unite the humanitarian promise of medicine with the pursuit of social justice. Now the Medical Director

of Healthy Food Initiatives at San Francisco General Hospital and a member of the University of California San Francisco faculty, Rita has led several projects that blend care transitions, food environments and physician advocacy to promote the health of underserved communities. As a Stanford d.school Civic Innovation Fellow, Rita is working to develop and scale the therapeutic food pantry model which allows providers in healthcare systems to prescribe healthy foods and creates mechanisms for patients to fill these prescriptions with an ultimate goal of promoting food as medicine.

✉ rita.nguyen@gmail.com



RICCARDO PERFETTI



Dr. Riccardo Perfetti is currently the VP Medical Affairs of the Global Diabetes Division team, in the Paris Global Headquarter. Dr. Perfetti

has served as a reviewer for the top peer-reviewed journals over the years including The Journal of Molecular Endocrinology, The Journal of Clinical Endocrinology and Metabolism, The Journal of Clinical Investigation, Diabetes and Diabetologia; is himself widely published in peer-reviewed journals and has received a number of fellowships and research grants in the endocrinology and metabolism field of research.

✉ Riccardo.Perfetti@sanofi.com 🐦 @Diabetes_Sanofi

BRANDEN POWELL



Branden Powell is the Director of Strategic Alliances for the Microsoft Technology and Research Division, with responsibility for defining the partner

engagement strategy. He is currently working on Microsoft Health with the aim of creating the digital fabric to help you get the right health & wellness care at the right time. During his 16 years at Microsoft he has worked on HoloLens, Kinect, Xbox, Windows and more. Additionally he runs operations for King County Search & Rescue, where he has volunteered for the last 7 yrs.

✉ Branden.Powell@microsoft.com 🐦 @GadgetPhr3ak

KATHLEEN REGAN



Executive Vice President and Chief Operating Officer, The Commonwealth Fund, a private foundation that aims to promote a high performing health care

system that achieves better access, improved quality, and greater efficiency, particularly for society's most vulnerable. Ms. Regan has been advising and investing in healthcare companies for the past twenty five years. She served as a senior advisor to the U.S. Department of State Global Health Initiative, and led the development of a \$200 million public-private partnership, Saving Mothers, Giving Life, to address maternal mortality in Sub-Saharan Africa.

✉ kr@cmwf.org 🐦 @kathyregan_

LAURA SCHMIDT



Laura Schmidt, PhD, MSW, MPH, is a Professor of Health Policy in the School of Medicine at the University of California at San Francisco. Dr. Schmidt

is the lead investigator on SugarScience, which educates the public about the latest science on sugar. Dr. Schmidt's central goal is to bridge the worlds of biomedical research, clinical practice and population health in ways that help us better understand some of the most pressing issues in health and health care today: the widening of health disparities and the societal of regulation risk factors in chronic disease.

✉ Laura.Schmidt@ucsf.edu 🐦 @LauraSchmidtPhD

ALEX SLATER



Alex Slater is Managing Director of Clyde Group, a DC-based communications and public affairs agency, advising global corporations, major non-profits, advocacy

groups and start-ups. Slater helps build, enhance and protect reputations, engage stakeholders, activate customers and navigate complex situations. Slater started his career as the first employee of the now widely respected Glover Park Group, leaving a decade later as Managing Director of Public Affairs. In 2011, he was tapped to grow a public affairs practice at SKDKnickerbocker. He went on to found Clyde Group in 2014.

✉ Alex@clydegroupp.com [@AlexPMSlater](https://twitter.com/AlexPMSlater)

DAVID LEE STRASBERG



David Lee Strasberg serves as Creative Director and Chief Executive Officer of The Lee Strasberg Theatre & Film Institutes in West Hollywood and New York.

The world-famous Institutes were founded by his parents, Lee and Anna Strasberg, in 1969 and serve as international centers for training Method actors. David and his son, Sawyer, both have Type 1 Diabetes. David presented at the 2014 Diabetes Advocates MasterLab and at the 2015 ADA Scientific Sessions.

✉ david@strasberg.com [@davidstrasberg](https://twitter.com/davidstrasberg)

VIRGINIA VALENTINE



Virginia Valentine, APRN-CNS, BC-ADM, CDE, FAADE, is a Clinical Nurse Specialist for Sage Specialty Care in Albuquerque, New Mexico. As an advanced

practice nurse, she provides clinical management and diabetes education for a wide variety of patients and clinical challenges. She is also Executive Director for Medical Affairs for HealthScripts, a specialty healthcare marketing agency exclusively focused on Nurse Practitioners and Physician Assistants. In 2006, the American Association of Diabetes Educators recognized Ms. Valentine with its Distinguished Service Award and awarded her Fellow status in 2010. She has been living well with type 2 diabetes for over 35 years.

✉ vv@diabetestalk.com

TERRY VANCE



Terry Vance is the Chief Business Officer of BioMotiv. Prior to joining BioMotiv, Mr. Vance was the Managing Member of EGS Healthcare Capital Partners,

a late-stage venture capital fund that he co-founded in 2000. Before starting EGS Healthcare, Mr. Vance was a founding partner in Eagle Advisors, which provided strategic advice to emerging biotech companies. He has been a contributing editor to Diabetes Close-Up, an industry publication focused on metabolic disease, especially diabetes and obesity. Mr. Vance holds an AB degree from Princeton University as well as an MBA degree from Stanford University.

✉ tvance@egshealthcare.com

MICHAEL WARBURG



Mike owns and manages a private investment firm, Warbros. Prior to co-founding Warbros, Mike spent the majority of his career in commercial

banking. He completed the Commercial Bank Management Training Program at J. P. Morgan & Co. in New York and later worked for Bank of America. Mike received his BS from Brown University and MA in Accounting from the University of Rhode Island.

✉ mwarburg@warbros.com

RICHARD WOOD



Richard Wood is CEO of dQ&A, the diabetes market research company which he founded with Kelly and jc-body.png in 2009. dQ&A focuses on helping

companies understand the diabetes patient and healthcare provider landscapes through syndicated and custom research programs. Richard was previously Vice President of Consumer Insights at Nielsen, where he managed all consumer market research programs for the mobile telecoms industry in the USA, Europe and Asia. He has extensive experience from a 20-year career in consumer and industry research, software, and publishing; and holds an MBA from INSEAD.

✉ richard.wood@d-qa.com

JOHN YEE



John currently serves as Vice President and Head of Medical Affairs, US Diabetes, for AstraZeneca Pharmaceuticals. In this role, he leads the team that is

responsible for all headquarters- and field-based medical activities for AstraZeneca's US diabetes business. John has been at AstraZeneca since 2011. Prior to joining industry, John was a member of the faculty at Harvard Medical School and Children's Hospital Boston. He is a graduate of Harvard College, and earned his medical degree from Harvard Medical School in addition to a master's degree in public health from the Harvard School of Public Health. He completed a residency in pediatrics and fellowships in immunology/ rheumatology and health services research at Children's Hospital Boston.

✉ John.Yee@astrazenecacom [@AstraZeneca](https://twitter.com/AstraZeneca)

THANK YOU TO OUR TEAM

Our team at The diaTribe Foundation first began working on d16 more than a year ago, and it has been so exciting to watch it grow and take form into the event you all are attending today. And we could not have done it alone. Fitting with the ethos of d16, this gathering was the product of hard work, dedicated collaboration, and a multidisciplinary team spanning a range of bright and talented individuals and organizations. I'd like to give mighty thanks to the members of our team who made d16 possible, as well as our facilitators, advisors, and "brain trust" partners who have all provided guidance and support that was critical in making d16 a reality.

We could not have taken on d16 without the support of our incredible facilitation team, advisors, and partners:

- Dennis Boyle, IDEO
- Becky Bausman, Cunningham Collective
- Lynn Carruthers, Graphic Recorder
- John Close, Close Concerns/The diaTribe Foundation
- Alexa Culwell, Philanthropy Futures
- Andy Cunningham, Cunningham Collective
- John Demorest, Event Architects
- Heather McLeod Grant, Philanthropy Futures
- The Helmsley Charitable Trust
- Jim Hirsch, Editor
- Karen Irwin, The Event Co.
- Carl Rashad Jaeger, JaegerFilms
- Adene Sacks, Philanthropy Futures
- Alex Slater, The Clyde Group
- Lisa Kay Solomon, Moments of Impact
- Lorraine Stiehl, The diaTribe Foundation
- David Lee Strasberg, The Lee Strasberg Theatre and Film Institute
- Ronnie Tepp, HCM Strategists
- Michael Warburg, the Apple Pickers Foundation
- Richard Wood, dQ&A
- Deana Zabaldo, Capacity for Success

At The diaTribe Foundation, thank you enormously to our team members:

- The diaTribe Foundation Board of Directors:
Jeff Halpern, Dr. Orville Kolterman, and Ruth Owades
- Christie Auyeung, d16 Program Director



- Nicole Kofman, Associate
- Reed Milnes, Director of Development
- Alex Wolf, Program Manager

Additionally, many thanks to our friends at Close Concerns and dQ&A, who will be playing a critical role in d16 and beyond:

Close Concerns

- Melissa An, Senior Associate
- Adam Brown, Head of Diabetes Technology and Digital Health
- Helen Gao, Associate
- Varun Iyengar, Senior Associate
- Sarah Odeh, VP Operations, Pharmacotherapy
- Emily Regier, Senior Associate
- Ava Runge, Associate
- Sherice Wu, Executive Assistant

dQ&A

- Jasmine Carvalho, Product Manager
- Sophie Koontz, Research Analyst
- Nida Naushaud, Research Analyst
- Phin Younge, Director of Research and Analytics

Finally, a tremendous thank you to our event sponsors—The Apple Pickers Foundation, Sanofi, Novo Nordisk, and AstraZeneca—whose generosity made d16 possible.



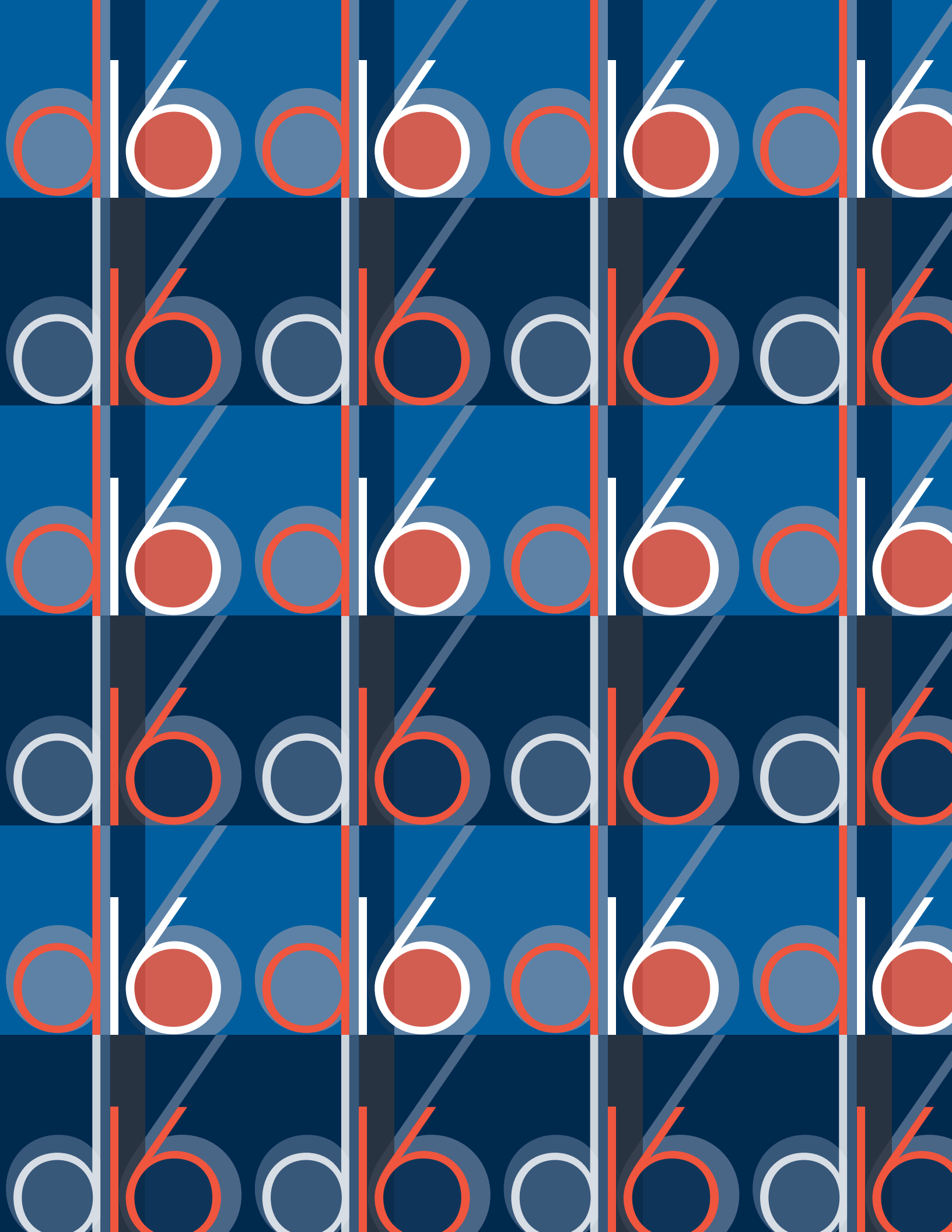
As fellow innovators in the diabetes arena, we are proud to have them as partners in fomenting new opportunities to support the diabetes community.



Special thanks to Becton, Dickinson, and Company for playing an instrumental role in sponsoring the follow-up for d16.

A handwritten signature in black ink, appearing to read "Kelly Close".

Kelly Close





EXECUTIVE INNOVATION LAB
ON DIABETES AND OBESITY

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