



The Pharmaceutical
Advertising Advisory Board

REVIEW

Ray Chepesiuk,
Commissioner

Meet the PAABers! 2010 Team

"All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence."

— *Martin Luther King, Jr.*

We have a great staff at the PAAB and I have asked them to tell you a little bit about themselves. You will see that we have a fine group of people with a variety of backgrounds, skills, creativity and experience who understand health-care professional and consumer pharmaceutical advertising. When I became commissioner in 1999 we had a staff of seven people. Today, we have 15 people working in the PAAB office. Meet the team members:

Colin Campbell completed his MSc at the University of Guelph in 1989. After a brief stint as a research and teaching assistant, he became a Regulatory Affairs Associate with several companies. During 15 years, Colin has seen a lot of changes. He believes that PAAB continues a focus on excellent customer service.

Estelle Parkin is from Montreal. After completing a business course, she worked for local companies. She completed a Medical Office Administration course and joined the PAAB in 1996, as part of the administration support group. Over the years she had many interests (biking, rollerblading, Spanish lessons), but her best "free" time now is spent with her grandchildren. The PAAB is part of a growing and challenging industry and she is proud to be part of it.

Yin Man is a registered pharmacist and a graduate of the University of Toronto. She has worked as a clinical hospital and retail community pharmacist. She has contributed to the pharmacy profession as an Assessor for the Pharmacy Examining Board of Canada. Yin is a racquet sports enthusiast and avid golfer. If you can't find her in the summer at the office, try the courts or the links.

Lucia Kim graduated from the University of Toronto, Faculty of Pharmacy. Prior to joining the PAAB, she had experience in the pharmaceutical industry in Medical Information and Government Affairs. She has enjoyed working in a field that exposes her to a combination of science, creativity and public policy.

Pauline Dong is a graduate of the pharmacy program at the University of Toronto. Before joining the PAAB in 2000, she practiced as a community pharmacist. She finds her position as a reviewer both rewarding and stimulating and enjoys her role in the regulatory, creative and commercial aspects of drug advertising.



The PAAB staff members.

Karen Rizwan joined the PAAB as a reviewer in April 2004. She graduated from the Faculty of Pharmacy at the University of Toronto in 2001. She continues to stay involved in pharmacy practice by working part-time in the community setting.

Laurie Johns, our Submissions Coordinator, is in her fifth year at the PAAB. She has a Public Health and science background and over 20 years of office/customer service experience. In winter, she is a hockey mom, in summer her boys' baseball coach. She enjoys working at PAAB and is committed to exceeding an already high level of customer service with everyone who reaches PAAB.

Sabrina Hack graduated from Ryerson with a degree in Administration. Sabrina spent seven years working for a national non-profit organization in various roles. She then decided to focus on raising her family and she spent much time and energy on school activities. To her children's enormous relief, Sabrina redirected her organizational and multi-tasking skills when she joined PAAB in the Fall of 2005. Sabrina enjoys the varied duties in her administrative role.

Chris Seto graduated from the University of Toronto with a Pharmacy degree in 2001. His background includes roles as community pharmacist and pharmacy manager, mentor and preceptor to pharmacy students and interns and as a teaching assistant at the University. On a personal level, he is an avid hot yoga practitioner.

Susan Hoy joined the PAAB as a reviewer in July 2008. She graduated from Queen's University with a BSc Life

Sciences and an MBA. Susan has over 20 years experience in the pharmaceutical industry in product management and agency account management. She understands the challenges that our clients face and enjoys helping them understand the application of the PAAB code.

Jennifer Carroll joined the PAAB in January of 2009 as an eager graduate from the Biology and Pharmacology Program at McMaster University. Prior to PAAB, Jennifer previously held a position at Altana Pharma in medical information and at Hoffman-La Roche in the Health outcomes and pricing department. In her time outside the office she is actively involved in a number of sporting leagues around the GTA incorporating her adventurous personality with her passion for health.

Kathy O'Donnell is a graduate of the Faculty of Pharmacy, University of Toronto and completed a hospital residency before returning to University of Toronto to pursue her Doctor of Pharmacy degree. A recent MBA graduate, Kathy has worked in Medical Information, Sales and Medical Affairs for several Rx&D member companies. Kathy enjoys staying active, playing the piano and sampling wine.

Patrick Massad joined the PAAB in 2002. He thoroughly enjoys his current role as the Chief Review Officer. In addition, he continues to work as a community pharmacist. Patrick is passionate about helping clients conform to the advertising regulatory framework while conveying high quality messaging in all media.

Glenn Golaz has been working in the business field as a trained accountant for over 20 years. He started working with the PAAB as an accounting consultant in 1995 and started full-time employment as the Manager of Finance and Administration in 2005. He is pursuing his Certified Association Executive designation.

Ray Chepesiuk has been Commissioner of the PAAB since 1999. He has held management positions in community, hospital and government pharmacy. Ray achieved a Pharmacy degree from the University of Toronto, a Master in International Business (Marketing) from the University of South Carolina and a certificate in Medical marketing from UCLA.

There you have it. I hope you know them a little better than you did before. These are the dedicated people that help you to understand the application of the PAAB code on a daily basis. Try to match the names with faces in the photo and see how many people you know. **CPM**