

## AdvaMed Women's Executive Network 2017-2018 Leadership Circle



### **Sandy Babey**

Vice President & General Manager, US Region  
BD

Sandy Babey joined BD (Becton, Dickinson & Company) in 2014 as VP/GM, US Region Strategic Customer Group responsible for the strategic account management, customer marketing and solutions teams representing the BD enterprise at our most important customer segments in the US Region. Prior to joining BD, Sandy spent 15 years with increased leadership responsibilities at Johnson & Johnson in the medical device and pharmaceuticals sectors in areas such as Strategic Market Development leading business model transformation, Global Marketing, US Marketing, Health Economics and Account Management. Prior to Johnson & Johnson, Sandy began her career in health care working in companies like Aetna Health Plans and Medco Health Solutions.

Sandy holds her Masters of Public Administration in Health Administration and Management from New York University and her Bachelor of Science in Business Administration from University of Rhode Island.

In addition to her work and educational experience, Sandy has also served on the Board of Trustees at Robert Wood Johnson /Somerset Medical Center and Easter Seals of NJ Boards.

Sandy resides in Oldwick, NJ with her husband, Paolo and their son, Christian who is a senior at the University of Denver.



### **Dottie Clower**

Chief Scientific Officer  
Cohera Medical, Inc.

Dr. Clower was instrumental in the early formation of Cohera dating back to 2003 and led the development of Cohera from its ideation to its successful seed financing. She currently leads Cohera's product development program, and her team successfully brought the company's lead product TissuGlu® from laboratory prototype through FDA approval as a Class III PMA medical device. Prior to joining Cohera, she specialized in commercializing early-stage technologies through her leadership position in the University of Pittsburgh's Office of Enterprise Development. Dr. Clower is a neuroscientist and chemist with over twenty years of research experience in both industrial and academic environments. Her work has been published in Nature, Journal of Neuroscience, Journal of Neurophysiology, Cerebral Cortex and Plastic and Reconstructive Surgery. She also brings experience from Baxter Healthcare where she worked on the development of pre-mixed I.V. drug delivery systems within Baxter's

Pharmaceutical R&D Division. Dottie holds a B.A. in Chemistry from Northwestern University in Chicago and a Ph.D. in Neuroscience from Emory University in Atlanta. In 2012, she cofounded the Pittsburgh chapter of Women in Bio and served as Chapter Chair until 2014. She is also a member of the Women Presidents Organization (WPO).



**Christina Farup, MD, MS**

Vice President, HEMA Americas, Lead  
J&J Medical Devices

Christina Farup, MD, MS leads the Health Economics and Market Access (HEMA) function for the J&J Medical Devices Company in the United States, Canada and Latin America. In this role, Dr Farup leads a team responsible for the development and execution of strategies related to demonstrating the value of J&J's Medical Devices and services to support market access with a focus on the economic buyer. In addition, the HEMA organization provides expertise on reimbursement and health policy related issues including quality, new payment models, comparative effectiveness, and patient reported outcomes. Christina has over 20 years experience with Johnson and Johnson in the pharmaceutical and the medical device sectors. Areas of expertise include gastroenterology, women's health, general surgery, orthopedics, epidemiology, patient reported outcomes, and comparative effectiveness.

Dr. Farup was awarded her M.D. degree from the Medical College of Virginia and completed her internship in Family Practice and is board certified in Preventive Medicine. She completed her Masters degree in Preventive Medicine at the University of Maryland.



**Nefertiti A. Greene**

Vice President, Global Platform Leader, Wound Closure & Repair  
Ethicon, Johnson & Johnson

Nefertiti currently leads the global Wound Closure & Repair platform business at Ethicon (part of the Johnson and Johnson family of companies). In this role, Nefertiti leads the global Wound Closure & Repair Platform Leadership Team (PLT) which is responsible for driving growth and innovation for this \$3B business encompassing both suture and repair. Additionally, she leads both the Ethicon franchise strategic pricing and global digital organizations. Nefertiti is a member of the Ethicon Global Management Board (GMB).

Prior to joining Ethicon in July 2016, Nefertiti was President of Janssen Therapeutics, where she led the U.S. infectious diseases commercial organization, the Janssen Digital CoE (DCoE), and was a member of the Janssen Americas Leadership Team (JALT). Nefertiti is a proven commercial leader with over 23 years of industry experience in both pharmaceuticals and medical devices, across the areas of pre-clinical research, clinical research and commercial operations. Prior to joining J&J in 2014, Nefertiti was Vice President, Country Division Head of Diabetes Care at Bayer HealthCare where she had full P&L responsibility for the US and Puerto Rico businesses. Nefertiti earned a Bachelor of Science degree in Biology/Chemistry from the State University of New York (SUNY) at Albany, and a Master of Public Health in Biostatistics from New York Medical College.

**Carla Monacelli**

Vice President, Government Affairs and Market Access  
LivaNova



**Betty Larson**

Vice President, Global Human Resources  
C. R. Bard, Inc.

Betty joined Bard in 2014 after 16 years with Baxter Healthcare; bringing senior leadership experience from two long serving AdvaMed companies. As an integral part of our senior team, she plays an important role in the development our leadership talent and the cultivation of our global culture. With a great deal of passion, creativity and hard work, Betty has transformed the HR function, launched a well adopted Global Inclusion Strategy, revamped our Performance Management Processes and introduced our Bard Leadership Model. In a little over two years, she has proven to be a trusted advisor and influential senior leader for Bard.



**Tracy MacNeal**

Executive Vice President, Corporate Development  
Ximedica

As EVP of Corporate Development for Ximedica, Tracy serves to identify, complete, and integrate the company's acquisitions into a sustainable and profitable strategy, supporting the growth of the larger organization as well as each and every employee. Tracy brings over 20 years in building healthcare businesses both organically and through M&A. With a broad range of roles and transactions with large companies such as Merck, Tracy brings the global perspective needed for Ximedica's largest clients. Having served as CFO and VP of Business Development in the medical device startup space, she understands the need for creativity and flexibility that startup clients need to succeed. Tracy holds a Bachelor of Engineering from The Cooper Union for the Advancement of Science and Art, and an MBA

from Duke University (Fuqua School of Business). Tracy enjoys gardening, working out, and cooking, but her favorite hobby is relaxing with her two children, ages 10 and 14.



**Maria Palasis**

President and CEO  
Arsenal Medical and 480 Biomedical

Maria Palasis is President and Chief Executive Officer of 480 Biomedical and Arsenal Medical. She has been with 480 Biomedical, and sister company Arsenal Medical, since 2008. During her time with 480 Biomedical and Arsenal Medical, Maria was instrumental in leading the company from pre-clinical stage to the clinic on multiple programs. In addition, she secured a strategic partnership with a large medical device company and oversaw the raising of over \$50M in non-dilutive funding from the government. Prior to joining 480 Biomedical, Maria was R&D director at Boston Scientific, where she managed a portfolio of external biotech and medical device instruments. Maria was an early member of the team that created the TAXUS® drug-eluting stent, the single most important revenue generator for Boston Scientific at \$3B/year. She held a number of positions within Boston Scientific that included directing the development of combination therapies, managing strategic partnerships and building the company's centralized

infrastructure for cell-based biological testing. Maria received her Bachelor of Science and Doctorate in Chemical Engineering from the University of Cincinnati, and she held a postdoctoral fellowship in molecular biology at the University of Cincinnati School of Medicine. Maria is an inventor on more than 120 issued and pending patents.



# AdvaMed

Advanced Medical Technology Association  
Women's Executive Network



## **Caroline West**

Global Chief Compliance Officer  
Olympus Corporation

Caroline West was appointed Global Chief Compliance Officer for Olympus Corporation on April 1, 2016 leading a compliance program with professionals located in Japan, Asia, the Americas, Europe, the Middle East and Africa. She joined Olympus Corporation of the Americas in January 2016 as Chief Compliance Officer for the Americas. Prior to joining Olympus, she served over 10 years as Senior Vice President, Chief Compliance & Risk Officer for Shire Pharmaceuticals where she was responsible for building and leading a global compliance program. Prior to Shire, Caroline spent nearly 5

years with Aventis (later Sanofi) as VP Global Legal Compliance. Earlier in her career, she spent time in various legal and compliance positions at Rhone Poulenc Rorer, UGI Corporation and Pepper Hamilton LLP, where she began her career as a litigation associate.

Ms. West has an AB from Smith College and a JD from Penn State – Dickinson Law. She and her husband live in Philadelphia, PA and have two adult children.