



Branislav Bibic

VICE PRESIDENT SUB-SAHARAN AFRICA

Mr. Bibic was appointed as Area Vice President for Sub-Saharan Africa (SSA) in February 2023 after serving as Managing Director for Southern Africa for two years and Managing Director for Romania for the four years prior to that. His mission is to drive smoke-free transformation in SSA markets, spearheaded by South Africa.

Mr. Bibic previously held the role of global director of corporate affairs for PMI's duty-free business. He joined Philip Morris in 2007 and progressed through various key positions across Central Europe and EEMA region and was appointed general manager in Croatia in 2012.

He holds a master's degree in business administration from the University of Oxford.



Andrzej Dąbrowski

VICE PRESIDENT, MIDDLE EAST
AND NORTH AFRICA

Mr. Dąbrowski is Vice President, Middle East and North Africa, for Philip Morris International. He brings a wealth of experience and industry knowledge to the role, having been with the company for 27 years, steering PMI's business across diverse markets on three continents, with a strong emphasis on developing sustainable production.

Mr. Dąbrowski initially joined PMI as the Director of Finance across Poland, Ukraine, and Switzerland in 1997. He advanced through several senior positions in the company, serving as Managing Director in Poland and Baltic states, China, Switzerland, Spain, and Mexico, before being appointed to his current role in the Middle East.

Prior to joining PMI, Mr. Dąbrowski was Financial Planning Manager for Gillette Europe, in Warsaw, in his native Poland, having served as manager for corporate finance services at Cooper & Lybrand in the same city. Mr. Dąbrowski holds a master's degree in foreign trade and economics from SGH Warsaw School of Economics and is a fellow of Chartered Association of Certified Accountants in Glasgow.



Fred De Wilde

PRESIDENT, SOUTH AND SOUTHEAST ASIA, COMMONWEALTH OF INDEPENDENT STATES, MIDDLE EAST, AND AFRICA REGION

Mr. de Wilde became President, South and Southeast Asia, Commonwealth of Independent States, Middle East, and Africa Region in January 2023. Prior to that, he had been President, European Union Region since 2015.

Mr. de Wilde joined PMI in 1992 as Brand Manager L&M for Philip Morris Belgium. He subsequently served as Marketing Director for Philip Morris Spain S.L., Sales Director of Spain, and Managing Director of Philip Morris Greece, where he led the acquisition and integration of the Papastratos cigarette manufacturing company. In 2005, he became Managing Director of PMI's affiliate in Italy. He then held positions as President, Philip Morris Japan KK and Senior Vice President, Marketing & Sales.

Before joining PMI, Mr. de Wilde worked at Colgate-Palmolive, Belgium as a regional sales manager. He holds a degree in economics from the Université Libre de Bruxelles and a master's degree in management from the Vrije Universiteit Brussel.



Tommaso di Giovanni

VICE PRESIDENT INTERNATIONAL
COMMUNICATIONS AND ENGAGEMENT

Mr. Di Giovanni drives international communications and engagement initiatives with top-tier media outlets and stakeholders around the world. He joined PMI in 2001, and during his more than 20 years at the company, he has worked in various capacities, focusing on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in New York City), Brazil, and Italy.

Mr. Di Giovanni was vital in the initial stages of PMI's industry-leading transformation and one of the pioneers in its quest to bring to life the bold vision of creating a smoke-free future. In 2019, he was appointed Vice President of Market Activation & Support and last year was named Vice President of International Communications and Engagement. In his current role, he is responsible for leading affiliates worldwide in their efforts to inform the public debate on transition from cigarettes to smoke-free products and PMI's ambitions for a smoke-free future.

Before joining PMI, Mr. Di Giovanni worked for the European Parliament and for the European Statistical Office focused on R&D statistics. He has a business management degree from Università Bocconi, Milan and FGV (Fundacao Getulio Vargas—Sao Paulo, Brazil).



Xavier Ducarroz

VICE PRESIDENT SFP CATEGORY
SOUTH AND SOUTHEAST ASIA,
COMMONWEALTH OF INDEPENDENT
STATES, AND MIDDLE EAST AND
AFRICA REGION (SSEA, CIS & MEA)

Mr. Ducarroz dived into the SFP arena as a VP first in EU in 2022, and subsequently in South and Southeast Asia, Commonwealth of Independent States, and Middle East and Africa Region (SSEA, CIS & MEA) where he played a critical driving force behind the growth of the category.

Prior to that, Mr. Ducarroz took the role of VP Commercial EU in 2021, from which he ensured we continue to evolve our consumer-centric organization while supporting the EU region, maintaining our RRP business's growth trajectory, and consolidating our combustible portfolio.

His previous experience includes markets such as Switzerland, the United Kingdom, and Portugal, where he advanced through roles of increased responsibility. In 2015, he took a position of Director Commercial Projects EU based in Switzerland, where he played an essential role in the EU region's transformation journey.

From 2018 to 2021 Mr. Ducarroz contributed significantly to the commercialization and growth of IQOS, driving our smoke-free goals in Slovakia in the capacity of General Manager Slovakia, where he was a pivotal contributor to redesign our commercial model, including further digitalization and transformation toward a more agile workforce.

Mr. Ducarroz holds a degree in marketing and communication from the University of St. Gallen.



Moira Gilchrist

CHIEF COMMUNICATIONS OFFICER

Dr. Gilchrist was appointed Chief Communications Officer in January 2024. She was previously Vice President, Strategic and Scientific Communications, a role she assumed in 2018.

Since joining PMI in 2006, Dr. Gilchrist has held several positions, including leading the Reduced-Risk Products Corporate Affairs team, serving as Director of Scientific Engagement within the R&D function, and working in both product development and commercialization.

Prior to joining the company, Dr. Gilchrist worked in the pharmaceutical sector for more than a decade. She was a principal consultant within PwC's and IBM's pharmaceutical industry consulting groups and held positions within both industry and nonprofit organizations as a developer of drug formulations.

Dr. Gilchrist holds a degree in pharmacy and a PhD in pharmaceutical sciences, both from the University of Strathclyde in Glasgow, Scotland.



Andrea Gontkovičová

VICE PRESIDENT EXTERNAL AFFAIRS
SOUTH & SOUTHEAST ASIA (SSEA),
COMMONWEALTH OF INDEPENDENT
STATES (CIS) & MIDDLE EAST & AFRICA
(MEA) REGION

Ms. Gontkovičová is PMI's Vice President External Affairs South & Southeast Asia (SSEA), Commonwealth of Independent States (CIS) & Middle East & Africa (MEA) Region. In this capacity Ms. Gontkovičová oversees external engagement and regulatory developments in PMI's biggest geographical region. Prior to her current appointment, she served as Chairperson of the Board and Managing Director of Philip Morris Czech Republic, with responsibility for the company's business in Czech Republic, Slovakia, and Hungary.

Ms. Gontkovičová started her professional career in 1997 at Philip Morris Slovakia and has since then held positions of increased responsibility in Corporate Affairs, Commercial Development, and Smoke-Free Products Divisions in countries in Central Europe and PMI's Operations Center in Lausanne, Switzerland.



Tomoko Iida

DIRECTOR SCIENTIFIC ENGAGEMENT
SSEA CIS MEA

Ms. Iida is Director of Scientific Engagement at Philip Morris International (PMI), focusing on the Southern and Southeast Asia, Commonwealth of Independent States, and Middle East and Africa regions. In this role, she aims to increase scientific awareness and understanding of tobacco harm reduction and smoke-free products. She previously served as Director of Scientific Engagement for Asia.

Ms. Iida has worked at MIT's Biotechnology Process Engineering Center and Sony Corporation's Life Science Laboratory in Japan. She holds a master's degree in biomedical engineering and a bachelor's degree in chemical engineering from the Massachusetts Institute of Technology (MIT), a master's degree in business administration from the Imperial College London, and is currently pursuing a doctor of public health degree.



Lindsay Mark Lewis

EXECUTIVE DIRECTOR, PROGRESSIVE
POLICY INSTITUTE

Mr. Lewis has been executive director and board member of the Progressive Policy Institute (PPI) since 2010.

Besides his involvement in all PPI projects, he focuses on building policy dialogues with mayors, governors, House and Senate members, and the administration, and expanding PPI's reach into international policy and idea connections. He spends significant time in Europe engaging stakeholders in Brussels and individual member states' policy leaders. He has led PPI efforts into Australia, Japan, Vietnam, Indonesia, Argentina, and other key high growth and innovative regions of the globe.

Prior to joining PPI, Mr. Lewis spent over 20 years working for U.S. policymakers and campaigns. From 2005 to 2006 he was the national finance director of the Democratic National Committee; Democracy bonds were launched under his leadership. Among his other forays into U.S. politics, he has held senior positions with Democratic leadership in the U.S. House, with U.S. Senators, governors, and mayoral campaigns.

He is the author of the book *Political Mercenaries*, and his opinion pieces have appeared in the New York Times, Daily Beast, Los Angeles Times, The Atlantic and many other regional papers. He has been featured on NPR, C-SPAN, and other media outlets.



Ankur Modi

AREA VICE PRESIDENT SOUTH ASIA
& INDOCHINA

Mr. Modi became Area Vice President in January 2023. He was previously the Chief Strategy Officer, a role which he assumed in 2021. Mr. Modi joined PMI in Lausanne in 2018.

Prior to joining PMI, Mr. Modi held a variety of positions in finance, supply chain, and general management for Unilever and as a partner with McKinsey & Co for the Consumer & Retail practice. Mr. Modi holds a degree in commerce and an MBA from University of Delhi, India.



Jacek Olczak

CHIEF EXECUTIVE OFFICER

Mr. Olczak was appointed Chief Executive Officer of Philip Morris International (PMI) in May 2021. Committed to delivering a smoke-free future and expanding the company's product portfolio into wellness and healthcare, Mr. Olczak has been a vital driver of PMI's transformation into a business-to-consumer company innovating for better.

Mr. Olczak started his career with PMI in 1993, beginning in finance and general management positions across Europe, including Managing Director of PMI's markets in Poland and Germany and President of the European Union Region. He was appointed Chief Financial Officer in 2012 and Chief Operating Officer in 2018.

Prior to joining PMI, Mr. Olczak worked for BDO Binder. Mr. Olczak holds a master's degree in economics from the University of Lodz, Poland.



Nicolas Otte

GLOBAL HEAD, ILLICIT TRADE
PREVENTION OPERATIONS

Mr. Otte is the Global Head, Illicit Trade Prevention Operations department of Philip Morris International (PMI). Mr. Otte has dedicated almost his entire professional career to the fight against illicit trade. He joined PMI in 2004 in the Swiss operational headquarters. After several international assignments in Morocco, Hong Kong, and New York, where he led the company's programs against illicit trade for the Africa, Near-East, Asia-Pacific, and Latin America & Canada regions, he returned to Lausanne in May 2019.

In his current role, Mr. Otte leads the company's efforts in fighting illicit trade across the globe, working closely with government agencies, the business community and civil society in tackling the significant challenges generated by the trafficking of illicit goods and its derived crimes.

He holds a Master of Science in management from France's EMLYON Business School and completed the international MBA program of the LingNan MBA Center at ZhongShan University in GuangZhou (PRC).



Fred Roeder

MANAGING DIRECTOR,
CONSUMER CHOICE CENTER

Mr. Roeder, health economist and managing director of the Consumer Choice Center, is a consumer advocate at heart. He has been working in the field of grassroots activism for more than 10 years. He has worked in healthcare reform in North America and Europe. One of his passions is to analyze how disruptive industries and technologies allow consumers more choice at a lower cost.

Mr. Roeder also loves researching how innovation makes our lives better and is very interested in consumer choice and regulatory trends in the following industries: consumer goods, healthcare, sharing economy, airlines. In 2014 he organized a protest in Berlin advocating for competition in the taxi market.

Among many op-eds and media appearances, he has been published in the Frankfurter Allgemeine Zeitung, Wirtschaftswoche, Die Welt, the BBC, BILD, ABC Portland News, Montreal Gazette, Daily Mail, Handelsblatt, Huffington Post Germany, CityAM, L'Agefi, and the Guardian.



Rohan Andrade De Sequeira

CARDIO-ENDOCRINE PHYSICIAN

Dr. Sequeira is a cardio-endocrine physician with a career spanning over 25 years in more than five countries. He specializes in non-invasive cardiology, diabetes, endocrinology, and obesity management, and holds senior consultant positions in cardio-endocrinology at institutions such as Jaslok Hospital, St. Elizabeth Hospital, S.L. Raheja Hospital, Holy Family Hospital, and Breach Candy Hospital in India. He is passionate about training medical students and has been a professor and medical doctor head at various medical colleges in India. Dr. Sequeira's journey also includes serving as the Honorary Consultant Physician to the governor of Maharashtra (India) and leading the department of health's policy decision-making committee for the government of Maharashtra.

He is currently actively involved in regulatory affairs of harm reduction strategies, especially in the field of tobacco harm reduction and addiction. He is also strongly associated with nutritional harm reduction with a focus on pediatric and young adult patients. Dr. Sequeira is the founder and director of SOMHRA (www.somhra.org), an international society dedicated to providing safer alternatives for harm reduction in tobacco, alcohol, and food & nutrition.



Lindsey Stroud

TAXPAYERS PROTECTION ALLIANCE

Ms. Stroud is a senior fellow for harm reduction at the Taxpayers Protection Alliance's Consumer Center, which provides data and analysis to inform and assist policymakers when addressing consumer products. Stroud's focus is on providing up-to-date information on adult access to goods including tobacco and vapor products, as well as regulatory policies that affect adult access to other consumer products.

In her role, Ms. Stroud is lead author of an annual 50-state analyses examining smoking and vaping rates in all U.S. states. She also manages the Consumer Center team and has led coalition efforts, authored state analyses, and hosts a monthly webinar featuring international guests. Before joining TPA, Ms. Stroud was a state government relations manager at the Heartland Institute. Prior to Heartland, she worked as a staffer for state lawmakers in Minnesota and Virginia. In addition to her role at TPA, Ms. Stroud is the creator and manager of Tobacco Harm Reduction 101 (thr101.org), a visiting fellow at the Independent Women's Forum, and a board director for the American Vapor Manufacturers Association.

She received her Bachelor of Arts in government from the College of William and Mary.



Anamika Tiwari

REGIONAL HEAD CI&A SSEA,
CIS & MEA & CC CATEGORY

Ms. Tiwari is currently part of the management team at Philip Morris International, where she leads data insights and analytics for Combustible Category and Regional Head South & Southeast Asia (SSEA), Commonwealth of Independent States (CIS) & Middle East & Africa (MEA).

Her expertise spans consumer insights, consumer experience, data management, and analytics. Ms. Tiwari has a deep passion for consumer centricity, ensuring that we do the right thing for the consumer and business. She leads conceptualizing and deploying consumer-based omnichannel programs and data governance at the organizational level.

Her educational background includes a master's in communications from Mudra Institute of Communication, India, and a digital business analytics program from Harvard.



Stefano Volpetti

PRESIDENT, SMOKE-FREE INHALED
PRODUCTS & CHIEF CONSUMER OFFICER

Mr. Volpetti became President, Smoke-Free Inhaled Products & Chief Consumer Officer in January 2023 after having served as President, Smoke-Free Products Category & Chief Consumer Officer from November 2021. Mr. Volpetti joined PMI in 2019 as Chief Consumer Officer. An experienced marketer with broad experience in commercial and consumer roles in developed and developing markets, Mr. Volpetti specializes in consumer-centric marketing programs, business model transformation, digital acceleration, and disruptive innovation.

He previously worked at Procter & Gamble for 22 years, where he progressed through various roles with increasing responsibility in Italy and Mexico and on a regional level for the European market. In 2013, he became Vice President for a multifunctional global business unit at P&G. In 2015, he worked at Luxottica Eyewear as Chief Marketing Officer. Mr. Volpetti holds a degree in business administration from LUISS University in Italy.