



Jared Woodard Bio:

Jared Woodard is head of the Research Investment Committee and director for Global Investment Strategy at BofA Global Research. In this role, he offers insights on global asset allocation and key market trends to the firm's institutional, government and retail clients.

Jared has been with BofA Securities, the institutional broker dealer business of Bank of America, since 2016. Previously, he was a vice president for Global Investment Strategy. Prior to that, Jared was the senior equity derivatives strategist at BGC Partners in New York and a portfolio manager at Clinamen Financial Group, where he traded a global macro volatility strategy.

Jared holds M.A. and Ph.D. degrees in philosophy from Fordham University in New York. He has appeared frequently on television and in print journalism, and is a regular speaker at industry events. He is a member of the CFA Institute, Society of Quantitative Analysts, and The Conference Board, and is active in several nonprofit organizations

Kristin Apple Bio:

As President of LINUS, Kristin Apple is a healthcare leader, passionate brand strategist, and innovative catalyst. For over twenty years, she has worked client-side and as an advisor to the world's largest consumer healthcare, CPG, and pharmaceutical companies. She is passionate about changing the way healthcare is delivered and experienced today.

Most recently, Kristin built and led the healthcare vertical at a global brand and innovation consultancy. She focused on uncovering insights, guiding strategy, and fueling innovation for the world's largest brands - including a variety of pharmaceutical, digital health, CPG, and consumer healthcare companies.

Her love for health and wellness started when she spent nearly six years at Eli Lilly launching five blockbuster drugs while rotating through different roles in the sales and marketing divisions.

Hamid Ghanadan Bio:

As Founder of LINUS, Hamid has dedicated his career to redefining the way we communicate to the life science and healthcare industries. As a biomedical scientist turned marketer, he has a unique understanding of the thought processes of a technical mind. Hamid works to break down the barriers between knowledge and humans. He has spent his career studying the interplay between logic and emotion in how people comprehend technical information.

His two books – *Persuading Scientists* and *Catalytic Experiences* – bring to life the strategies that are paramount to understanding the way a scientist makes a decision, and that also make up the foundation of LINUS' key methodologies to helping life science marketers thrive. Hamid's contribution to clients' projects include the translation of strategy to creative and experiences.