

## **ABOUT THE SPEAKERS:**

### **Lynn Shapiro Snyder, Epstein Becker Green**

Ms. Snyder is a Senior Member of Epstein Becker Green in the Health

Care and Life Sciences and Litigation practices in the firm's Washington, DC, office, and she is Strategic Counsel with EBG Advisors, Inc. Ms. Snyder has over thirty years of experience at Epstein Becker Green, advising clients about federal, state, and international health law issues, including Medicare, Medicaid, TRICARE, compliance, and managed care issues. *Modern Healthcare* magazine named Ms. Snyder as one of the "100 Most Powerful People in Healthcare" in its inaugural list, in August 2002. In April 2005, *Modern Healthcare* magazine named Ms. Snyder as one of the "Top 25 Women in Healthcare."



### **Kelly O'Keefe, PadillaCRT**

Mr. O'Keefe has been a branding innovator for more than 25 years, and now serves as PadillaCRT's chief creative officer. He is a founding board member and professor at the Virginia Commonwealth University Brandcenter, the number one graduate advertising program in the country. He has been a strategic brand advisor to clients like GE, ESPN, Walmart, UPS Freight, Sesame Street and The Home Depot, as well as three governors and several divisions of the U.S. government. His commentary has been featured in dozens of media outlets, including CNN, Fox News, MSNBC, PBS, The New York Times, The Wall Street Journal, USA Today, BusinessWeek, Time, The Washington Post and the Los Angeles Times. He is completing a textbook on branding for Pearson Higher Education.

### **Nicholas Gardner, The Kellen Company**

Mr. Gardner is an Account Executive with The Kellen Company with particular expertise in regulatory and legislative issues management. He provides strategic legislative advising on federal, state and local issues; advocates issues with Members of Congress, state legislators and their staff; testifies before committees and represents the interests of his clients with various stakeholder constituencies. He also frequently works with regulators at the Food and Drug Administration and Department of Agriculture, has represented client interests before the Codex Alimentarius, testified at U.S. public meetings and developed and managed stakeholder coalitions on regulatory and legislative issues affecting his clients

### **Ethan Brosowsky, The Advisory Board**

Mr. Brosowsky is a Director and national spokesperson for the Advisory Board Company, a for-profit, publicly-traded research firm. In this capacity, he presents the firm's research findings on frontier strategic and clinical best practices. He has spent much of his career in health care and corporate communications, and previous to his work at the Advisory Board, he served as a spokesman for Proctor & Gamble. He is a former Jeopardy! champion.

**Brian Ellis, PadillaCRT**

Mr. Ellis serves as the strategic leader of PadillaCRT's crisis management and executive training consultancy. As a former journalist, he has offered a unique perspective on how the media operates during a crisis to such clients as Bridgestone, Girl Scouts of the USA, Pfizer, Ford Motor Company, The Federal Reserve and Abbott Laboratories. His media training students are no strangers to national network programs such as NBC's "Nightly News," ABC's "20/20," NBC's "Today Show," CBS's "The Early Show," MSNBC and CNN. Prior to joining PadillaCRT, Mr. Ellis worked for 10 years as an Emmy Award-winning television news reporter, anchor and producer.