



# SPEAKERS PACK

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**ecoflix**

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# LIST OF SPEAKERS

All Ecoflix speakers are available in person or via zoom, for schools and general events.

Speakers can travel on request if all travel and accommodation is provided.

## Ecoflix Executive Team

David Casselman, Chief Executive Officer, Los Angeles, USA

Aimée Anderson, Chief Operations Officer, London, UK

Ian Redmond, OBE Head of Conservation, London, UK

Peter von Puttkamer, Head of Creative Content and Originals, Los Angeles, USA

Mark Downes, Executive European Sustainability Producer, London, UK

## Ecoflix Advisory Board

Teo Alfreo, Founder Wolf Connection Los Angeles, USA

Taye Balogun, Film Director, Educator and Campaigner, Nairobi, Kenya

Lek Chailert, Founder Elephant Nature Park, Chiang Mai, Thailand

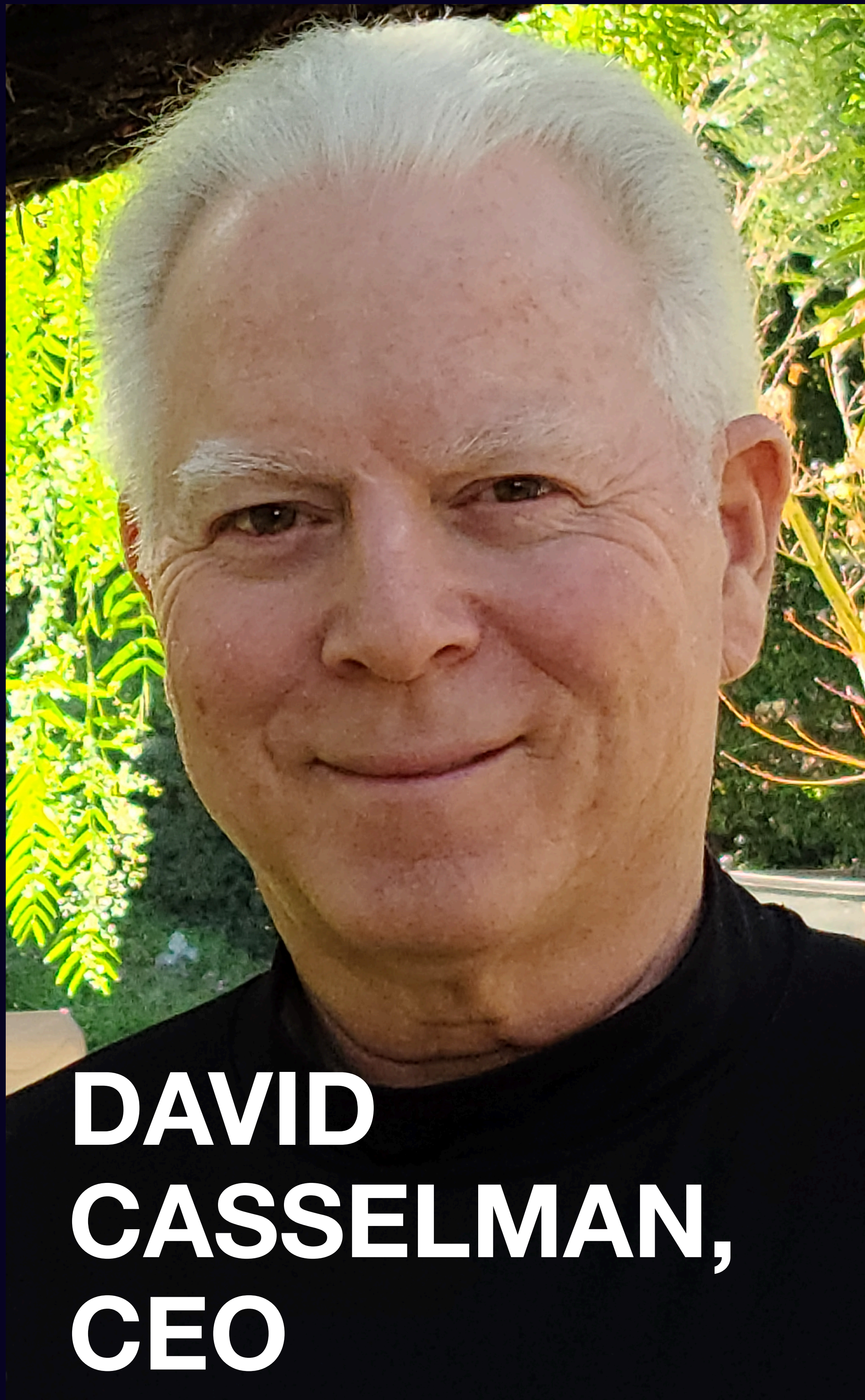
Robin Hanbury-Tenison, OBE, Explorer, Cornwall, UK

John D. Liu, Journalist, Filmmaker Ecologist, Europe/USA

Dr. Niall McCann, Biologist, Conservationist and TV Presenter, Wales

Dr Ossama Salamah, Founder - Human Health Education & Research Foundation, Dubai





David Casselman is an American philanthropist and retired trial lawyer. He is the CEO and founder of the Ecoflix Foundation and the Cambodia Wildlife Sanctuary.

He has dedicated much of his life to animal welfare, including pro bono work for animals during most of his 42 year legal career. In his capacity as CEO and founder of Ecoflix, David heads the financial operations, business, as well as the advocacy, ethical and impact deliverables.

As a lawyer, he is a renowned trial specialist. He and his clients have enjoyed years of undefeated trial successes, involving litigation claims for both plaintiffs and defendants. David has long been very passionate about the wellbeing of animals and hopes for a world where they can live conflict-free with humans. In 2000, he founded a sanctuary near Siem

Reap Cambodia, then comprised of a million acres of unmined jungle land.

He is against destruction of wild habitats and animals being forced to live behind bars. David has used his skills and position as a respected lawyer to work pro-bono on many animal-related legal actions. He has been one of the driving forces behind the campaign to free Billy, one of the elephants at the LA Zoo. Starting in 2007, David represented the late actor Robert Culp and real estate broker Aaron Leider, pro bono, for a decade. He prosecuted the case against the L.A. Zoo (Known as Leider v Lewis) to try and secure the release and/or improved conditions for Billy, a male Asian elephant, and Tina and Jewel, two female Asian elephants in the LA Zoo. David secured a victory at trial and prevailed three times on appeal, only to lose in the California Supreme Court on a legal technicality involving the right to seek the requested injunctive relief. But, he has not stopped his quest to help these elephants.

David also co-authored the 1998 Hayden Act, which protects the rights of impounded animals in California and testified in support of the enactment of other animal legislation. The culmination of his life work for animals comes with the launch of Ecoflix - the first non-profit streaming service in the world, completely dedicated to saving animals and the planet.

David is an honors graduate of the University of Michigan and Southwestern Law School (selected 1993 Alumnus of the Year). He is a member and Past President (2005) of the Los Angeles Chapter and (2009) President of the California Chapters of the American Board of Trial Advocates (ABOTA), a past member of the Board of Directors of the Southern California Defense Counsel, and past chairman of their Amicus Curiae Committee. He has long been a public speaker. He has also testified as an expert witness in his fields of expertise, and now serves as a mediator and arbitrator.



A portrait of Aimée Anderson, a woman with blonde hair, wearing a white sweater and a necklace with two interlocking circles. She is standing outdoors with a blurred green and yellow background.

# Aimée Anderson

Aimée Anderson is a dynamic C-suite executive, having worked in global communications and marketing for over 20 years. During that time, she has worked across multiple industries including: Film, Television, and Theatre as well as Gaming; FMCG; Property; Shipping; Travel; Space; Automotive; Healthcare; Government; Retail; Fashion; Third Sector and Technology – advising some of the world’s biggest brands.

Currently, she is the Chief Operating Officer for ECOFLIX – the world’s first non-profit media group dedicated to saving animals and the planet. Aimée is also the recent founder of BETTER WORLD ENTERTAINMENT LTD where she has a couple of productions in development.

She founded Triple A - ACCESS ALL AREAS Ltd (TRIPLE A) in 2016 – a global agency which specialises in helping brands create revolutionary content through pioneering entertainment partnerships in film and television, where brand partners turn their sponsorship budgets into equity investments. A standout partnership the agency facilitated was with HP Inc and the movie MANTO, directed by Nandita Das, which premiered in 2018’s Cannes Film Festival in its prestigious Un Certain Regard category and was picked up by Netflix worldwide.

Prior to TRIPLE A, Aimée enjoyed an eight-year tenure at global film and television international PR agency, DDA, where she held a seat on the board and became Managing Director having founded the company’s first brands division and biggest profit centre. Aimée secured innovative global consumer brand clients including: The European Space Agency, Lexus; RedBull, and Swarovski, all of which used film as a ground-breaking approach to consumer engagement in a digital age.

Over her career she has worked with some of the biggest A-list names in entertainment as well as senior executives, from film festival sponsorship brands including Electrolux and Hewlett Packard to entertainment brands such as Sony Entertainment Television and Sony Movie Channel, both of which she launched in the UK, through to established Government Bodies such as Roskino in Russia and Singapore’s MDA. From Chairmen, Presidents and Chief Executives to high profile Producers and Directors including Steven Spielberg, Anil Ambani, Gigi Pritzker; Hamish McAlpine, Tatiana Kelly, Lisa Wolofsky, Colin Vaines, and Nadja Swarovski, Aimee has managed multiple festival and market campaigns every year for over 15 years, including the Cannes Film Festival, /the Berlin Film Festival, the Venice Film Festival, as well as the TV markets MIPCOM and MIP TV. She was part of the key PR team that oversaw Anil Ambani’s Reliance Entertainment deal with Steven Spielberg’s DreamWorks, and has worked on vast numbers of film campaigns including ENDERS GAME starring Harrison Ford, Sir Ben Kingsley, Hailee Steinfeld and Asa Butterfield; THE INFILTRATOR starring Bryan Cranston; TERMINATOR 4 – TERMINATOR SAVLATION starring Christian Bale; and various high profile franchises including CHRONICLES OF NARNIA; HARRY POTTER, HIGH SCHOOL MUSICAL, SEX AND THE CITY and JAMES BOND.

Previously she was Media Relations Expert and Account Manager at global PR agency Porter Novelli - working with brands as diverse as British Airways, Carlsberg, Danish Bacon, Proctor and Gamble, the NHS, the Home Office, the Department of Health, Actis Insulation, Craegmoor Healthcare, Maersk, Great North Eastern Railway (GNER), Regus, The Gala Coral Group, and Disney Consumer Products.

Aimée studied at Glasgow Caledonian University and graduated with a BA Hons: 2.1 in Mass Media and Communications.



A close-up portrait of Ian Redmond, a man with a full grey beard and brown hair, looking directly at the camera with a slight smile. The background is a blurred natural setting.

## IAN REDMOND, OBE

Ian Redmond is a wildlife biologist and conservationist, renowned for his work with apes and elephants. For 45 years he has been associated with mountain gorillas, through research, filming, tourism, and conservation work. He served as Ambassador for the UN Year of the Gorilla in 2009 and from 2010 to the present for the UN's Convention on Migratory Species.

Ian is Head of Conservation for Ecoflix and works with organisations such as the Born Free Foundation, the Gorilla Organization (for which he became Chairman of the Board of Trustees in 2012), Orangutan Foundation, International Fund for Animal Welfare (IFAW), Thin Green Line, etc. To encourage such groups to work together, he established and chairs the Ape Alliance (>100 organisations linked via [www.4apes.com](http://www.4apes.com)), and previously the African Ele-Fund and UK Rhino Group. He was Chief Consultant and Envoy for GRASP, the UN's Great Apes Survival Partnership [www.UN-GRASP.org](http://www.UN-GRASP.org) that he helped launch in 2001, until 2012 and continues as a consultant for UNEP and the FAO on matters pertaining to apes, bushmeat, forests and related issues. He is also Ambassador for [www.vEcotourism.org](http://www.vEcotourism.org)

Born in Malaysia, Ian's passion for animals developed during his boyhood in Yorkshire and after University, in 1976, took him to Africa. There he joined Dian Fossey studying and protecting the mountain gorillas of Rwanda and Zaire (now DRC). This also led him into documentary film-making. Ian is the man who introduced Sir David Attenborough to the gorillas in 1978, for the famous BBC 'Life on Earth' sequences, and who taught Sigourney Weaver to grunt like a gorilla in 1987, for her award-winning role in the film 'Gorillas in the Mist' (in which he is characterised as

'The Worm Boy'). He has advised in the making of and/or appeared in more than 100 documentary films for the BBC, National Geographic (including 'Secrets in the Mist', a mini-series about Dian Fossey), Discovery, TF1, etc. and the 3D movie 'The Last of the Great Apes'. His books have been translated into many languages and he is in demand as an entertaining and thought-provoking public speaker and interviewee.

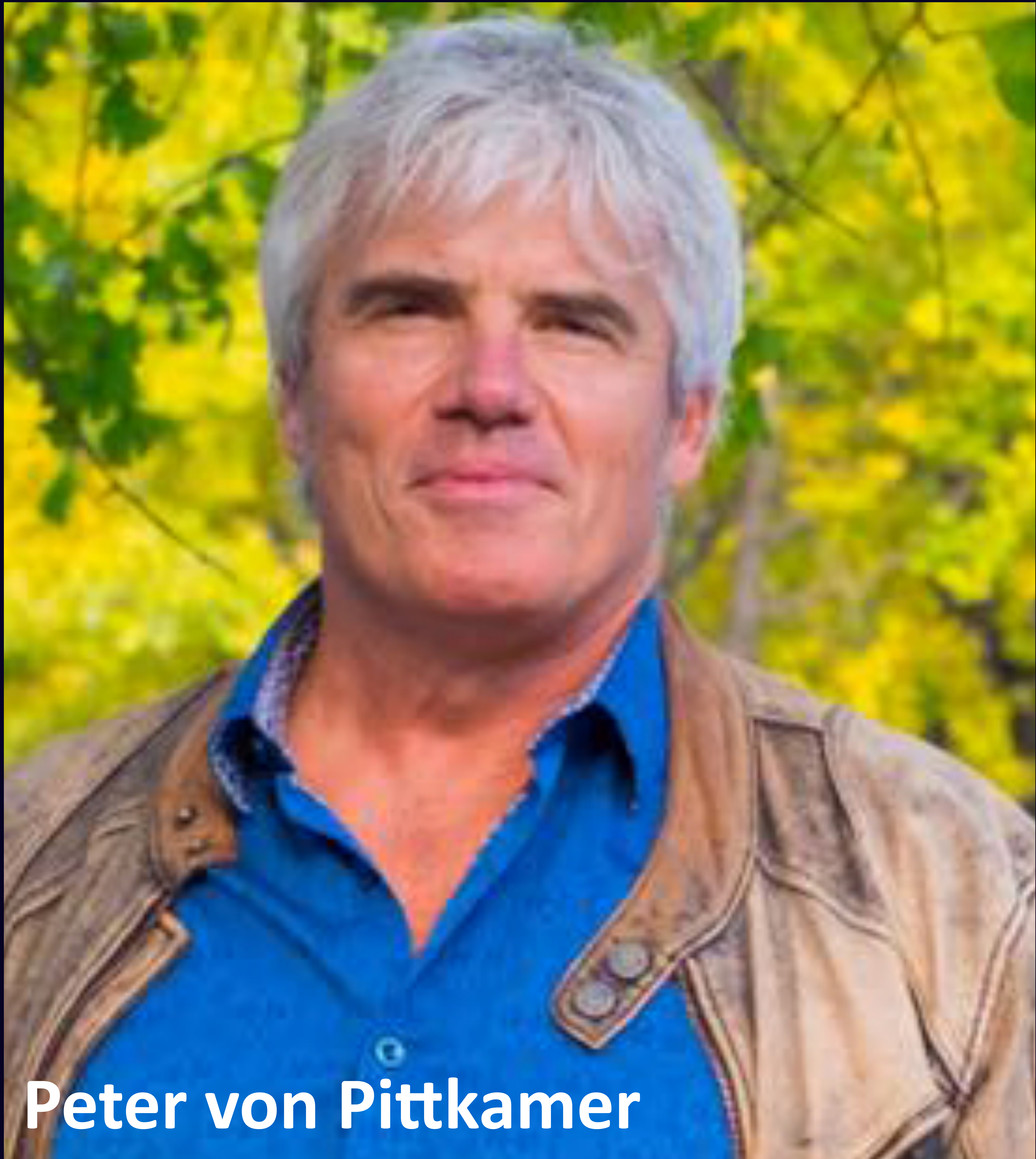
Ian has led anti-poacher patrols, guided film crews and/or special interest tours into close encounters with gorillas, chimpanzees, orangutans, elephants and erupting volcanoes; he worked to support local conservationists during the horrors of Rwanda's and D.R. Congo's civil wars. He went under-cover to play the role of a potential ape-buyer to infiltrate poaching rings and a potential Coltan dealer in DRC. His work on behalf of animals has been recognized by:

- 1996 PAWS Humane Achievement Award
- Appointed OBE in the Queen's Birthday Honours in 2006
- Honorary Doctorates from Oxford Brookes University in 2011, Roehampton in 2014 and Keele in 2018
- GRASP-Ian Redmond Awards for young conservationists established in 2012
- Lifetime Achievement Award at the New York Wildlife Conservation Film Festival in 2013
- 2013 IFAW Animal Action Award for Conservation
- RSPCA/Mirror Animal Heroes Award in 2017.

His research interests include:

- **underground elephants** - he did the first study and photography of elephants in the caves of Mt Elgon, Kenya and helped Sir David Attenborough to film them for the BBC series 'Life of Mammals'
- **parasites** - he studied gorilla parasites, and in Papua New Guinea, discovered several new species and a new Genus of nematode worms
- **reptiles and amphibians** - he discovered two new species of frog in New Guinea
- and **re-introducing orphaned apes, elephants and polar bears** to the wild.





# Peter von Pittkamer

A three-time EMMY judge, Peter von Puttkamer has executive produced, written and directed dozens of award-winning series and specials on a broad range of topics for major networks worldwide over the last 35 years.

Peter Von Puttkamer's production company, Gryphon Productions has created independent films as well as major specials/series for Discovery Channel, Animal Planet, National Geographic, Sony Pictures, History Channel, Travel Channel, BBC, ITV Studios, PBS, TLC and more.

Peter's 2021 award-winning Wildlife-Adventure Series (season 3) hosted by Dr. Niall McCann filmed in India, USA, and Arctic

*Biggest and Baddest* (Discovery Networks/ITV Studios) currently airs worldwide in dozens of countries.

Early in his career, Peter worked closely with Native American & Canadian First Nations- including with chiefs, women's groups, cultural leaders, and Medicine People. He was able to help these tribal groups tell their stories in an impactful and meaningful way, even sometimes impacting government/corporate policy. These films have been 3-time winners at the American Indian Film Festival. Over the years, Peter has been featured in Hollywood Blue-Chip ASC *American Cinematographer* Magazine multiple times and was recently profiled in FUJIFILMS' esteemed "Testimonial Series" Poster for international and social media release.





**Mark Downes is a producer, director, tutor and consultant specialising in sustainability.**

He has a degree in Political Science, a Masters in Cultural Studies and another Masters in Film Production. He has also studied sustainability at the Cambridge Institute for Sustainability Leadership. As a tutor at AdGreen he helps industry professionals understand climate science and best practice when it comes to low carbon content production. He is a regular contributor to Purpose Disruptors and a media consultant to Meaningful Business. His films educating children about plastic pollution and healthy oceans with Sir David Attenborough for Ocean Generation have been viewed over 1 million times across 11 countries. More recently he was executive producer on three documentaries for Quorn about the 'future of food'. He has been the Technical Director of the Saatchi & Saatchi 'New Directors Showcase' at the Cannes Lions Festival of Creativity for 10 years. The event celebrates new emerging

storytellers from across the globe, many of whom have gone on to forge stellar careers. He also directed PlanetShine's Voiceless Revolution at COP 26 in Glasgow. The event gave a voice & stage to the underrepresented, hearing their struggles and their dreams for the future.

Mark has worked producing content for a diverse range of global clients including Wellcome Trust, Nike, Beats by Dre, Adidas, Visa, Virgin, European Tour, Tesco, Playstation, Quorn, Rhodes, British Airways, Ted Baker, Palace, UNICEF, Generation Ocean, My Green Pod as well as artists and sports stars like personalities like Glen Hansard, U2, David Gray, Usain Bolt, Orbital, Ed Sheeran, Rory McIlroy, David Hasselhoff (who asked if he was a leprechaun) and David Attenborough who wrote him a hand written letter to say thanks.

Whether it's teaching, consulting, filmmaking or speaking, the message of inspiration and collaboration around the cascading benefits everyone can enjoy as agents of change is what underpins all his work.

He has recently been appointed Executive European Sustainability Producer at Ecoflix.



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## TEO ALFERO ECOFlix BOARD OF DIRECTORS

Teo Alfero is the founder of the Wolf Connection sanctuary in California and creator of Wolf Therapy®, a singular program that empowers individuals dealing with psychological and emotional pain, addiction, and trauma using the human-wolf bond.

He is a transformational teacher and shamanic practitioner whose work is strongly influenced by that of Carlos Castaneda. A TEDx speaker, Teo is one of the 100 Making A Difference, and a member of the Association of Transformational Leaders. He has been featured in the New York Times, LA Times, and other major media.

Over the years, he has been a court advocate with the CASA program, a registered foster father, a trainer for the Safe School Ambassadors program, a mentor and a life coach for adolescents and young adults.

In his private coaching practice, Teo has specialized in working with boys from various social backgrounds, guiding them into a constructive dialogue in order to express themselves and find ways to deal with their personal life challenges.

Born in Argentina, he now lives with his wife and daughter and the Wolf Connection pack in California.





# Taye Balogun

Taye Balogun is a Film Director, Educator and Campaigner. He has worked as a consultant for the United Nations, the African Union and several International organisations including Oxfam International, ActionAid Denmark, Christian Aid, Crisis Action, amongst others; on various issues

including peace & security; water, education, climate change, gender, and human rights . Taye is the founder of The CARROT Co. and The NGO International film festival. A TEDx speaker and an alumni of Unleash.org . Taye is on the Advisory board of The Graphix Project and Ecoflix.

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# SAENGDUEAN LEK CHAILERT

**Saengduean Chailert, also known as Lek, was born in Thailand in 1962. In return for saving the life of a young man, her grandfather, a shaman or traditional healer, was given an elephant named Thong Kham, meaning Golden One. The bond that developed between Lek and Thong Kham sparked a love and respect for elephants that was to shape the course of her life.**

After graduating from Chiang Mai Rajabhat University with an Arts degree, Lek worked in the tourism industry where she became aware of the plight of the Asian elephant. She began to champion the rights of elephants by raising public awareness of their situation and providing medical aid to elephants in remote villages. In the 1990's, Lek started rescuing injured, neglected, and elderly elephants, and in 2003 was able to establish a permanent homeland for them in the picturesque Mae Taeng valley, near Chiang Mai in Northern Thailand. Today, Elephant Nature Park is home to over 90 elephants who are finally able to live free from abuse within family herds and develop close friendships with one another. Elephants at the park are not required to work, do not perform tricks, and are not ridden. Instead, they are allowed to live a more natural, dignified life where they are respected. The new Hands Off project represents the next step in the evolution towards providing the best possible life for captive elephants. Guests have the opportunity to observe the elephants interacting naturally from the skywalk, providing the herd with an even greater level of freedom and space, uninhibited by the close proximity of people.

Lek has worked tirelessly to raise international awareness regarding the plight of both captive and wild Asian elephants. She has been influential in improving the lives of hundreds of elephants in Asia through educating elephant owners and helping them to transition away from elephant riding, performances, and other harmful practices, and instead, adopt her Saddle Off model based on compassion, understanding, and respect. Throughout her journey, Lek has also made it a priority to support and empower women by providing jobs and opportunities for them. In a

male-dominated industry steeped in tradition and resistant to change, Lek's ambitions for improving the living conditions of captive Asian elephants has required great courage, pragmatism, and perseverance.

Lek is an award-winning conservationist who has been working for over two decades to improve the lives of elephants in Asia and promote their welfare. Her work has received international acclaim and has been documented by National Geographic, Discovery Channel, Animal Planet, the BBC and CNN as well as print media around the world. She has received widespread recognition for her work, including being honoured as one of six Women Heroes of Global Conservation in 2010 by Secretary of State Hillary Clinton, one of TIME Magazine's Heroes of Asia in 2005, the Humane Society of the United States of America's Genesis Award in 2003 and the Ford Foundation's Hero of the Planet in 2001. In 2017, Lek was invited to attend and speak at the Global Pact for the Environment Summit at the United Nations in New York by President Macron of France.

More recently, the documentary film, Love & Bananas: An Elephant Story has received international acclaim, including being named one of two Best Feature Documentary Films at the 33rd Annual Genesis Awards by The Humane Society of the United States. The film focuses on Lek's work rescuing an old elephant from abusive conditions and poignantly highlights the plight of the Asian elephant. In 2018, the film was also one of the official selections at the International Wildlife Film Festival, the Borneo Eco Film Festival, and the Environmental Film Festival. The film also won the Audience Award at the Ojai Film Festival.

Lek continues to be at the forefront of elephant rights issues, raising international awareness and encouraging other countries in the region to follow her lead. She has initiated projects dedicated to improving the well-being of elephants throughout Asia, including in Thailand, Cambodia and Laos. Most days, she can be found at Elephant Nature Park spending time with the rescued elephants as well as the many other animals who have been given sanctuary at the park.





## Robin Hanbury-Tenison, OBE

Robin Hanbury-Tenison is an explorer with a conscience. He has spent much of his life travelling in the world's rainforests and deserts and campaigning to protect both them and their people. One of the few remaining explorers who merits the name, he was recently named by the Spectator as the doyen of British explorers and, in 1982, by The Sunday Times as 'the greatest explorer in the last 20 years' and as 'one of the '1000 makers of the 20th century'. He believes that the spirit of exploration is alive and well and never more needed than now, as we begin to realise how little we really understand our world and how rapidly we are destroying it. In 1969 he co-founded Survival International, of which he is now President.

He has been on over 30 expeditions including Survival's first ever field expedition visiting dozens

of Indian tribes in 1971 at the invitation of the Brazilian government. His conclusions laid the groundwork for the international campaign for Brazilian Indians. He is a Gold Medallist of the Royal Geographical Society, for whom he led their largest scientific expedition to date in 1977/78, spending fifteen months in the heart of Borneo. This expedition helped to trigger the global movement to protect tropical rainforests.

The author of over twenty-five books, he also became celebrated as a photographer via the critically acclaimed exhibition at the National Theatre, Echoes of a Vanished World, that detailed his first encounters with pristine peoples and places. Robin's engaging presentation style ensures audiences leave feeling enchanted by his experiences yet educated about his life's work and how we can all do our bit. His presentations are delivered with warmth, panache and wit and by the end you'll feel like you have known him forever.





## John D. Liu

**In the 1980s and 1990s John D. Liu worked as a television producer and cameraman with CBS News, RAI and ZDF covering geo-political events including the rise of China from poverty and isolation and the collapse of the Soviet Union. In the mid-1990s the World Bank asked John to document the rehabilitation of the Loess Plateau.**

Since learning that it is possible to rehabilitate large-scale damaged ecosystems John has devoted his life to understanding and communicating about the potential and responsibility to restore degraded landscapes on a planetary scale. Since 2009 John has worked with Willem Ferwerda the Founder and CEO of the Commonland Foundation, which is catalyzing privately invested large-scale restoration in many parts of the world. John is also the founder of the Ecosystem Restoration Camps movement that began in 2016 and has grown to over 40 camps in 6 continents and continues to grow.

Studying ecology led John to receive a number of academic appointments. In 2003 John was given a visiting Fellowship with the Faculty of Applied Sciences and the Faculty of the Built Environment at

the University of the West of England (UWE), in 2006 John was named the Rothamsted International Fellow for the Communication of Science at the Rothamsted Research Institute of the UK, from 2008 to 2012 Mr. Liu pursued graduate studies in Soil science and ecology at Reading University, in 2009 Mr. Liu was appointed Assistant Research Professor at George Mason University, from 2010 – 2013 he was a Senior Research Fellow with the International Union for the Conservation of Nature (IUCN) and in 2013-2014, Mr. Liu was asked to collaborate with the Critical Zone Hydrology Group, Vrije University Amsterdam. In 2014 Mr. Liu was named a research fellow at the Netherlands Institute of Ecology of the Royal Netherlands Academy of Arts and Sciences (NIOO/KNAW) and continues to study.

John D Liu is currently Ecosystem Ambassador for the COMMONLAND FOUNDATION.

John has produced, filmed, written, directed and presented numerous films on Environment and Ecology for the BBC, National Geographic, Discovery, PBS and other networks. John's published and broadcast works are collected and available at: <https://knao.academia.edu/JohnDLiu>





Niall McCann is a front-line conservationist and the director of Conservation for National Park Rescue. He is also a TV Presenter, National Geographic Explorer, Adventurer, and Biologist.

Niall is a member of the Brecon Mountain Rescue Team, a Fellow of the Royal Geographical Society, a Trustee of the Wallacea Trust, and an Ambassador for the British Inspiration Trust and Smash Life. He lives near Cardiff with his wife and young daughter.

Niall McCann is a British biologist and activist who has dedicated his life to seeking out adventure in the natural world, either in combination with his zoological studies or on stand-alone adventures.

The focus of all Niall's work is a response to the ongoing struggle in the conflict between humans and wildlife. In his career as a zoologist, Niall has specialized in working with endangered species and has conducted zoological research in the UK, Italy, Mauritius, Bolivia, Namibia, Guyana, and Honduras; spending over 21 months living and working in remote and challenging parts of the world.

Niall's adventures have been covered in the media for many years. He worked alongside Sir David Attenborough on the BBC's A Perfect Planet and has presented three seasons of the multi-award-winning Biggest and Baddest.

Niall has worked in protected area law enforcement in Africa, Asia and Latin America. Focusing on anti-poaching operations, he is the Director of Conservation at National Park Rescue.

Niall has worked extensively in Honduras, where he completed his PhD on the conservation of Baird's tapir. Honduras is the least-studied country in Central America in terms of biodiversity; it also has the highest murder rate in the world and a complicated political and social environment that make working there highly challenging and extremely rewarding. Niall lobbied the government to protect a threatened National Park, and is still involved in conservation work in the country today.

Niall became more involved in anti-poaching operations, and in 2016 he helped establish National Park Rescue, a charity dedicated to the protection of Africa's wildlife, currently experiencing slaughter on an unprecedented scale. Niall has dedicated his career to combating the rampant corruption and ruthless poaching that threatens many of the world's most charismatic species, and what is certain is that there will be many more adventures ahead of him!

For the past decade, Niall has entertained audiences around the world with his high-energy presentations covering a diversity of topics including life at the extremes, coping with risk, building a career around your passions, leading expeditions in challenging environments, exploring the world's natural wonders, protecting the planet, and excelling in STEM. Niall's presentations are beautifully illustrated with spectacular photography.





## Dr Ossama Salamah

**Dr Salamah is the founder and Chief Executive Officer of the Human Health Education and Research Foundation (HHERF), a global organization on a mission to achieve Universal Health Coverage (UHC). HHERF builds on the power of multi-sectoral collaboration to achieve equity in access and quality of care while alleviating the financial risks on individuals caused by health expenditure.**

The significant health challenges and inequalities brought upon by the Covid-19 pandemic made Dr Salamah leave his very successful corporate career to support the development of resilient health and care systems in developing countries. Driven by his passion for humanity, innovative mindset and long experience, he significantly contributes to making health and care a human right rather than an industry. Over two decades, Dr Salamah has been recognized as one of the few international and health leaders bringing vast experience from various sectors, including but not limited to public health, quality, accreditation, pharma and medical devices, and health financing, as well as business development.

In his most recent role, he was the International Manager of the Joint Commission International (JCI), overseeing 74 countries across Africa, the Middle East, Europe, and Asia. In his capacity, he worked closely with health care organizations, ministries of health, governments and international aid agencies, leading academic medical centres and hospitals, healthcare leaders, and other organizations to build, manage, sustain, and improve health

systems as well as quality and patient safety. In this role, Dr Salamah developed and overlooked the new strategy of the Comprehensive Cancer Center in Muscat, Oman - a project commissioned to become the largest cancer hospital in the Gulf Region.

He also built the training model for the quality professionals within the Ministry of Health of Saudi Arabia and digitized the assessment for trainees based on competencies. Being a recognized leader in health excellence, he participated in the reform of HAMAD medical corporation in Qatar to accredit all HMC hospitals and increase quality in care including patient safety and satisfaction.

Dr Salamah spent more than 18 years in healthcare business development within multinational corporations like Pfizer, Novo Nordisk, Eli Lilly Suisse, and Johnson & Johnson and advised many other big multinational corporations across five continents.

Before working with the JCI, he was the Chief Executive Officer of a leading Healthcare Consultancy Firm, overseeing and developing technical, marketing, and financial feasibility studies for healthcare projects. In his role, he worked with public and private clients in 58 countries and led projects with budgets over \$2 billion. Prior he led one of the leading pharma and medical supply companies in the UAE. In this capacity, he managed a portfolio of 400 products, more than 2000 SKUs and a budget of 110 Million USD.





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