

## Hsien-Hsien Lei, PhD

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- Public health-trained industry leader, scientist at heart
- Strategic thinker with broad-based experience in expanding access to healthcare for people across socioeconomic strata and geographic locations
- Strong leadership experience in nurturing teams across geographic and cultural boundaries
- Capabilities and skills across therapy areas in medical, clinical, and scientific affairs, healthcare professional training and education, medical education, value-based healthcare, corporate communications, public relations, advertising & promotions

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### EDUCATION

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**Johns Hopkins Bloomberg School of Public Health**, PhD in Epidemiology, 1998

Doctoral dissertation - Case-control studies in genetic epidemiology: candidate gene associations with type 2 diabetes mellitus and familial clustering of renal disease.

**Postdoctoral Fellow**, Department of Internal Medicine, National Taiwan University Hospital, 1998–99  
Conducted research and statistical analysis on the genetic epidemiology of diabetes in Taiwanese patients.

**Jackson Laboratory**, Short Course in Medical and Experimental Mammalian Genetics, 1997

**Stanford University**, BA with honors in Human Biology, 1994

Honors thesis – Use of RFLP to understand the tuberculosis transmission pattern within a sub-population of East Palo Alto, California.

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### WORK EXPERIENCE

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**Chief Executive Officer**, The American Chamber of Commerce in Singapore, 2020-Present; previously Interim Executive Director, 2019

- Responsible for the fiscal integrity of the Chamber to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the Chamber.
- Responsible for fiscal management that anticipates operating within the approved budget, ensures maximum resource utilization, and maintenance of the Chamber in a positive financial position.
- Works with Board and staff to ensure that the mission is fulfilled through programs, strategic planning, marketing and communications, advocacy, stakeholder engagement, and member outreach.
- Oversees and implements appropriate resources to ensure that the operations of the Chamber are effective, including managing the staff's performance and career development.
- Serve as AmCham's primary spokesperson to the stakeholders, the media and the general public.

**Vice President**, Medical and Scientific Affairs, Medtronic, Asia Pacific, 2018-2019

- Created the Asia Pacific (APAC) Medtronic Innovation Platform (MDT.IP) with launch projects that include the APAC Medtronic Innovation Center Network, Eureka Physician Ideas Portal, and Employee Ideas Incubator.

- Led the Medtronic Innovation Centers in Japan and Korea that train and educate thousands of physicians and employees from around the world each year in addition to partnering with government and local stakeholders in training and education technology.
- Represented Medtronic at external events as speaker and panelist -- presenting a unified voice to communicate the company's medical and scientific value proposition in a balanced and evidence-based manner -- including Raffles Dialogue, Asian Development Bank, APAC MedTech Forum, Singapore Cardiac Society, Cardiovascular Clinical Trialists Forum Asia, Medical Technology Association of Australia, Prince Mahidol Award Conference, American Chamber of Commerce Singapore, among others
- Led the APAC Office of Medical Affairs, encompassing KOL engagement, clinical affairs, and medical information dissemination
- Drove training and education for healthcare professionals across all businesses; executive sponsor of the APAC Training & Education Council
- Led Medtronic's value-based healthcare (VBHC) strategy in the region, including health policy and reimbursement; APAC representative on the Medtronic Global VBHC Council

**Member of the Board of Governors**, American Chamber of Commerce in Singapore, 2017-2019

Previously Co-Chair of the Healthcare Committee (2013-2017) - Developed programming for Chamber members specifically addressing healthcare trends, industry developments and policy. Coordinate networking events for members. Participate in white papers on the Chamber's position on specific healthcare policies in Singapore and in the region.

**Vice President**, Communications and Value-Based Healthcare, Medtronic, Asia Pacific, 2015-2018

- Responsible for Medtronic internal and external communications across Asia Pacific (APAC excluding China) -- Korea, Japan, India, Australia & New Zealand and Southeast Asia.
- Member of the Global Communications Leadership team as well as the the first Medtronic Asia Pacific Leadership Team formed following the acquisition of Covidien.
- Chair of the Medtronic APAC Value-Based Healthcare (VBHC) Council and member of the Global VBHC Council.
- Rolled out new global brand and branding guidelines across APAC following the acquisition of Covidien. Led the migration of legacy content and creation of new content from Oracle to Adobe Experience Manager (AEM).
- Restructured the regional Communications function. Recruited leaders for each sub-region and built teams capable of delivering on internal and external communications with emphasis on supporting Medtronic-Covidien integration and external thought leadership on VBHC.
- Communications Partner to President, APAC -- supporting him on internal and external messaging, speaking and media engagements, and strategic planning.
- Developed strategies and execution plans to engage internal and external stakeholders in meaningful, actionable relationships and conversations that enhance and grow Medtronic's reputation and business results in the region.
- Worked with the Global and Asia Pacific Communications Teams to ensure consistent branding and communications, manage key media issues, provide consistent and compelling employee communication and help lead conversion to a strong digital and social media enterprise.
- Executive sponsor, APAC Marketing Leadership Council; Chair, Communications Committee, Asia Pacific MedTech Association (APACMed)

**General Manager**, Ogilvy CommonHealth, 2010–2015

- Directly responsible for identifying new business opportunities, developing new client accounts, client servicing, budgeting and finance for projects implemented in Singapore and Asia Pacific.
- Responsible for the practice's P&L; grew the business by more than 20% year on year leading a team of health communications experts
- Strategic planning and project management of regional integrated campaigns spanning public relations, advertising and promotions, medical education and digital.
- Previous role: Scientific Advisor and Medical Education Lead, 2010–2011, directly responsible for all medical writing and advisory board planning and facilitation, including patient education, public awareness, sales force and promotional materials. Successfully executed core medical education programs, promotional, and public relations programs and tactics.

**Regional Content and Social Media Manager**, OgilvyOne Worldwide/Soho Square, 2009–2010  
Successfully developed and spearheaded social media strategic planning for Danone Infant Nutrition and PayPal SE Asia. Executed Facebook and other social network tactics, internal corporate communications, SMS marketing, offline and online direct mailers, photo gallery/sharing, above and below the line copywriting, event planning, client servicing, and workshops.

**New Media Consultant**, Human Genome Organisation (HUGO), 2009–2010

Coordinated social media strategy to further the aims and goals of HUGO, an international organization at the forefront of genomic sciences, medicine, and social policy. Chief editor of *HUGO Matters*, the official HUGO blog. HUGO on Facebook and Twitter.

**Writer and Publisher**, EyeOnDNA.com, 2007–2010

Created and wrote one of the first blogs focusing on DNA technology and DNA in society. Recognized by Science, Nature Reviews Genetics, Duke GenomeLIFE Magazine, Forbes, CDC Genomics & Health Weekly Update, FOX News, Detroit Free Press, The Washington Post, Los Angeles Times, and Federal Computer Week among others.

**Biotechnology Consultant**, 1999–2009

**Genetic Information Specialist**, DNA Direct, 2007–2008

**Science Editor**, Universal Academy Press, Tokyo, Japan, 2001–2002

**Epidemiology Consultant**, Merck Research Laboratories, 1997–99

**Co-Investigator**, CHOICE Study of ESRD, Johns Hopkins School of Medicine, 1996–99

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**HONORS AND AWARDS**

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- Global Health and Travel, Women of Substance, Jul-Aug 2014
- Ogilvy & Mather Asia Pacific, Women to Watch, 2014
- Ogilvy & Mather Singapore, Inaugural “No” Man Award, 2012
- Lifetime Member, Delta Omega Public Health Honor Society
- National Institutes of Health, Cardiovascular Epidemiology Training Grant, 1994–97
- American Society of Nephrology, Blue Ribbon Abstract, 1996

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## LANGUAGES

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- English, fluent primary
- Mandarin Chinese, proficient
- Japanese, conversational

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## PUBLICATIONS

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### Journal Articles

Wu YM, Sifri CD, **Lei HH**, Su XZ, Welles TE. Transfection of *Plasmodium falciparum* within human red blood cells. *Proceedings of the National Academy of Sciences* 92:973-977, 1995.

Freedman DM, Cantor KP, Lee NL, Chen LS, **Lei HH**, Ruhl CE, Wang SS. Bladder cancer and drinking water: a population-based case-control study in Washington County, Maryland (United States). *Cancer Causes and Control* 8(5):738-744, 1997.

Juo SH, Beaty TH, Duffy DL, Maestri NE, Prenger VL, Zeiger J, **Lei HH**, Coresh J. A comprehensive analysis of complex traits in problems 2A: analysis of family data for a common oligogenic disease. *Genetic Analysis Workshop 10: Detection of Genes for Complex Traits. Genetic Epidemiology* 14(6):815-820, 1997.

**Lei HH**, Perneger TV, Klag MJ, Whelton PK, Coresh J. Familial aggregation of renal disease in a population-based case-control study. *Journal of the American Society of Nephrology* 9:1270-1276, 1998.

**Lei HH**, Coresh J, Shuldiner A, Boerwinkle E, Brancati FL. Variants of the insulin receptor substrate-1 (IRS-1) and fatty acid binding protein-2 (FABP2) genes and the risk of type 2 diabetes mellitus, obesity, and hyperinsulinemia in African Americans: the Atherosclerosis Risk in Communities (ARIC) study. *Diabetes* 48:1868-1872, 1999.

Chang TJ, **Lei HH**, Yeh JI, Chiu KC, Lee KC, Chen MC, Tai TY, Chuang LM. Vitamin D receptor gene polymorphisms influence susceptibility to type 1 diabetes mellitus in the Taiwanese population. *Clinical Endocrinology* 52:575-580, 2000.

**Lei HH**, Chen MH, Yang WS, Chiu, KC, Chen MC, Tai TY, Chuang LM. Peroxisome proliferator-activated receptor gamma 2 Pro12Ala gene variant is strongly associated with larger body mass in the Taiwanese. *Metabolism* 49:1267-70, 2000.

Chuang LM, Hsiung CA, Chen YD, Ho LT, Sheu WH, Pei D, Nakatsuka CH, Cox D, Pratt RE, **Lei HH**, Tai TY. Sibling-based association study of the PPARgamma2 Pro12Ala polymorphism and metabolic variables in Chinese and Japanese hypertension families: a SAPHIRE study. *Stanford Asian-Pacific Program in Hypertension and Insulin Resistance. J Mol Med.* 79:656-64, 2001.

Pearson JD, **Lei HH**, Beaty TH, Wiley KE, Isaacs SD, Isaacs WB, Walsh PC. Segregation analysis of symptomatic benign prostatic hyperplasia: North American finasteride trial. *Urology* 61:781-5, 2003.

## Abstracts

**Lei HH**, Perneger TV, Klag MJ, Whelton PK, Coresh J. Familial aggregation of renal disease in a population-based case-control study. Society for Epidemiologic Research. American Journal of Epidemiology 143:S10, abstract 39, 1996.

**Lei HH**, Perneger TV, Klag MJ, Whelton PK, Coresh J. Is the association between family history of renal disease and end-stage renal disease (ESRD) explained by concurrent aggregation of risk factors? 29th Annual Meeting of the American Society of Nephrology. Journal of the American Society of Nephrology 7:1322, abstract A0381, 1996.

Coresh J, **Lei HH**, Fink N, Powe NR, Hermann J, Jaar B, Klag MJ. African-American hemodialysis patients have higher lipoprotein(a) levels than their White counterparts. 29th Annual Meeting of the American Society of Nephrology. Journal of the American Society of Nephrology 7:1384, abstract A0693, 1996.

Levey AS, Meyer KB, Athienetes NV, Martin AA, Fink NE, **Lei HH**, Klag MJ, Powe NR for the CHOICE Study. Comparison of comorbidity in incident hemodialysis and peritoneal dialysis patients: an interim report from the CHOICE Study. Journal of the American Society of Nephrology 8:220A, abstract A1017, 1997.

Fink N, Bass E, Wills S, Levey A, Sadler J, **Lei HH**, Powe N for the CHOICE Study. Quality of life (preferences) for current health status in incident hemodialysis and peritoneal dialysis patients. Journal of the American Society of Nephrology 8:137A, abstract A0649, 1997.

Pearson JD, Stoner E, **Lei HH**, Beaty TH, Willey KE, Isaacs SD, Isaacs WB, Walsh PC. A case-control study of familial aggregation of benign prostatic hyperplasia: North American finasteride trial. The Journal of Urology 159:113, abstract 436, 1998.

**Lei HH**, Coresh J, Shuldiner AR, Boerwinkle E, Brancati F. Variants of the insulin receptor substrate-1 (IRS-1) and fatty acid binding protein-2 (FABP2) genes and the risk of type 2 diabetes mellitus, obesity, and hyperinsulinemia in African-Americans: The Atherosclerosis Risk in Communities (ARIC) Study. Diabetes 47:A159, abstract 0622, 1998.

**Lei HH**, Coresh J, Fink N, Powe NR, Klag MJ. Family history of end-stage renal disease (ESRD) in white and black dialysis patients: a report from the CHOICE study. Journal of the American Society of Nephrology 9:152A, abstract A0783, 1998.

Powe NR, Fink N, **Lei HH**, Klag MJ, Levey AS, Sadler J. Patient factors associated with seeing a nephrologist early before ESRD: the CHOICE study. Journal of the American Society of Nephrology 9:147A, abstract A0755, 1998.

**Lei HH**, Beaty TH, Wiley KE, Isaacs SD, Isaacs WB, Walsh PC, Pearson JD. Segregation analysis of symptomatic benign prostatic hyperplasia: North American finasteride trial. Journal of Urology 161:290, abstract 1123, 1999.

**Lei HH**, Chang TJ, Chen KC, Lee KC, Chen MC, Chuang LM. Polymorphisms in the vitamin D receptor gene and risk of type 2 diabetes mellitus in the Taiwanese. Diabetes 48:A409, abstract 1807, 1999.

Chang TJ, **Lei HH**, Chiu KC, Tai TY, Chuang LM. Vitamin D receptor gene polymorphisms influence susceptibility to type 1 diabetes mellitus in the Taiwanese population. Diabetes 48:A406, abstract 1792, 1999.

Chen MH, **Lei HH**, Chen MC, Tai TY, Chuang LM. Association of the Pro12Ala PPAR $\gamma$ 2 mutation with body weight in type 2 diabetic Taiwanese. Diabetes 48:A409, abstract 1809, 1999.