



Committee Call Notes

Gallus Advisory Committee

Conference Call

Thursday, May 7, 2020

2:00 PM Eastern / 11:00 AM Pacific

Conference Line: 712 775-7100

Access Code: 1071934#

The following Committee members were in attendance:

- Lauren Celano, Propel Careers
- Scott May, ICPD
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD

Welcome remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL.

For a more in-depth briefing contact Scott May at smay@icpdprograms.org or +1(202) 441-7370

Scott May welcomed the committee members to the 2020 Gallus Advisory Committee call. Scott mentioned that the agenda was sent via email. Scott reminded the committee members that they could locate the agenda, past meeting notes and supporting documents for the meeting on the website www.icpdprograms.org, select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott then invited everyone on the call to introduce themselves. Scott reviewed the agenda for the meeting.

Partner Support

- Non-profits and professional societies sponsorship - **unique benefits for this sector: Gallus as technology platform for association diversity initiatives;** receive same benefits as companies but at a 50% discount

Scott reminded the committee that Gallus is a community of individuals and organizations committed to increasing diversity at the most senior level of industry. There has been a lot of work done to think through benefits for corporate sponsors, however additional work needs to be done for the non-profit and professional societies.

Scott proposed the question, "Does a trade association find the Gallus benefits of sponsorship compelling or is there something unique about them that Gallus should articulate that they could find Gallus helps them with?"

Lauren asked how senior leadership is defined. She is seeing more frequently, especially in areas like Boston, companies starting to put someone with 5 years of experience after their PhD or PostDoc in a leadership development type programs to help make sure they can get to a Director or Sr. Director or VP level position. Scott stated that what makes the Gallus portal different from the SMDP portal is that it has a lot of learning content. It is meant to be a place for someone with 5-10 years of experience and wanting to move from an R&D setting to more of a general management position. The Gallus program has many resources for it's members, including training modules that help with skills in areas such as budgeting, managing change, innovation and financial acumen. Gallus will provide important benefits to rising talent, but the end point would be really focusing on the c-suite executives.



Scott noted that one way that an association or professional society might find Gallus beneficial is using it as a technology platform for diversity initiatives. From a programming standpoint, Gallus is developing a way to not just represent individuals but would be able to represent entities or initiatives. For example, Advamed has a large diversity initiative they kicked off a year ago, the Gallus platform might be a useful tool for them in providing recognition for the work that initiative is doing in the trade association or as a tool they could use to aggregate content and communicate with the members of the initiative. Lauren agreed it's great they don't have to create anything new and that it would allow them to use it as a resource to offer content, and if they find it successful hopefully, they will share with other companies and organizations. Scott added that a benefit a company gets is that employees of companies are able to become members of Gallus at a steeply discounted membership fee or at no cost at all. That would be easy to translate over to a society and their members. Since Gallus is an executive development program with content, it could be a way to augment the professional training they are already offering. Lauren stated that having it be a turn-key program would give great value.

- **Sponsor prospects - partner page on website; role of committee in identifying Gallus partner prospects;** Sponsors receive discounted price for employees at \$19 per year (versus \$149)

Scott noted a sponsorship presentation is being added to the Gallus portal. Scott asked members to share with him any colleagues that they know have an interest in diversity in leadership in the biotech, pharma, medical device, medical technology and consumer healthcare industry. Lauren offered to follow up with Eddy Stringfell from MassBio since they just launched a diversity and inclusion initiative. Elisabeth asked for an introduction via email and Lauren agreed.

- **Membership on Advisory Committee - send prospect contact info to Scott May**
- **Sponsorship packages - Gallus sponsorship presentation is available on the Gallus portal:**

Scott directed Lauren to sponsorship page on the Gallus portal. Scott pointed out that the sponsor level names and amounts are the same as for SMDP. The price point for a non-profit group is 50% of what a company would pay.

Current Programming

- **Gallus Website - Committee members can receive online tours by contacting Elisabeth Valerio at evalerio@icpdprograms.org;** contact management tool; engaging a writing team; Gallus community questions

Elisabeth will provide online tours of the Gallus website. Lauren shared that few of the companies she is working with are starting to put leadership programs in place and there may be a huge opportunity to get them on board with Gallus. Elisabeth explained to Lauren that the community will receive every Monday a new leader learning topic that will keep them thinking about different aspects of leadership. Gallus leader learning focuses on 4 aspects of leadership, CONNECT, EVOLVE, EMPOWER, IMPACT - ensuring that every week Gallus members can implement what they learn in their roles at work.

Scott added that another element is that there is a system that keeps track of how engaged with the content on the portal each individual user is from a wide range of different dimensions. The more engaged members are within the portal, their visibility and recognition within the portal rises. The contact management tool is very innovative as well.



- Curriculum Development - **process for review of user generated content; podcast launch schedule and topics**; plans for data gathering during beta launch period
This was postponed until the next meeting.
- Individual membership - **introductory membership scheme; launch of membership functionality on portal**; regular price is \$149/year for individual members, \$19/ for employees of partner organizations
This was postponed until the next meeting.
- Marketing and communications - **update on hiring a Membership Associate** <http://gallus.icpdprograms.org/membership-associate/>; **mass email and social media campaign promoting Gallus; marketing Gallus to SMDP mentors and scholars**; SMDP scholar alumni to volunteer for marketing outreach; member benefits are here: <https://gallus.icpdprograms.org/membership/>
Scott shared we are looking to hire a full-time Membership Associate to help finalize the marketing and the outreach plan and then executing the plan.
- Electronic publications - weekly email summary
- Gallus activities at events and meetings - **what professional meeting should Gallus be affiliated with?; Gallus activities at SMDP (Gallus members as panelist, presentation at opening events); Should Gallus present annual awards for companies that make the most progress with diversity of senior leaders, and if so, would The MedTech Conference be a good venue to present such an awards event?**
This was postponed until the next meeting.

ICPD Update

- 2020 SMDP Biotech training session will be held September 19-23 in Raleigh, NC
- 2020 SMDP MedTech training session will be held October 21-25 in Toronto, Canada
- 2021 ELISA Summit will be held April 27-29 in Hwange, Zimbabwe

Other & Action Items

Scott reminded everyone that the next meeting will be Thursday, July 9, 2020. Please plan on 30-minutes for this call. Visit www.icpdprograms.org for more information about Gallus.

Upcoming Calls

Thursday, July 9, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, September 10, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, November 12, 2020, 2:00 PM Eastern/ 11:00 AM Pacific