

## **CIRM Team Biographies**

Following please find bios for CIRM team members. Based on CIRM needs or requests additional Edelman staff may do work for CIRM on an as needed basis.

**Gail Becker**  
**President, Western Region**  
**General Manager, Edelman Los Angeles**

As President of the Western Region and General Manager of Edelman's Los Angeles office, Gail Becker brings a breadth of experience encompassing consumer marketing, technology, public affairs, entertainment and healthcare, where she has proven herself a driving force in meeting challenges associated with today's marketplace.

Gail provides strategic counsel to a range of clients including Toshiba, Warner Bros., Starbucks, Nissan and Microsoft Corporation.

Gail joined Edelman after serving as vice president of publicity and communications at Warner Home Video where she was charged with spearheading the global public relations launch of the DVD format on behalf of Warner Bros. and Time Warner, leaders in development of the technology. Throughout several controversial format and copyright battles, she served as PR strategist and spokesperson for the company.

Prior to joining Warner, Gail was West Coast correspondent and bureau chief for the Medical News Network operating from Los Angeles. There, she reported on health-related issues, policy and medical breakthroughs affecting the healthcare industry.

Before returning to Los Angeles in 1994, Gail received a political appointment in the first Clinton administration to serve as director of communications for the U.S. Department of Health and Human Services under Donna Shalala. There, she developed and implemented communications programs to promote the agency and its divisions, including the FDA and Centers for Disease Control. Prior to that post, she served as a member of the national press staff and as the primary on-site satellite producer for candidates Bill Clinton and Al Gore during their '92 presidential campaign.

Gail began her career as an on-air broadcast journalist in local news and then as a correspondent in Washington, D.C.

Gail holds a bachelor's degree in political science from the University of California Los Angeles and a master's in journalism from Northwestern University.

Gail serves on the board of Good Beginnings, a non-profit organization volunteer organization committed to providing emotional and educational support for parents with infants in the Neonatal Intensive Care Unit at Cedars-Sinai Medical Center.

**Steve Telliano**

**Senior Vice President, Public Affairs  
General Manager, Edelman Sacramento**

Steve is the general manager of our Sacramento office. His background includes firsthand experience in the media, government, and creating nationally recognized public relations and public affairs programs.

He was previously senior vice president for Perry Communications Group, noted for its social marketing, crisis communications, and public affairs work. He also worked for the California Department of Justice, California State Assembly and for more than a decade as an on-air reporter, news writer and anchor.

Steve has worked as a reporter in all three media fields - newspaper, television and radio - and in each major media market in California, making him a sought-after media training and crisis communication expert. While at his prior firm, Steve developed a niche for celebrity 'message trainings,' working with numerous nationally-known figures on message preparation prior to media tours.

He spent six years covering the California State Capitol for state and national news organizations, exposing government waste and interviewing Presidents, Governors, Foreign Heads of State, and all manner of elected officials. In the mid 90's, he left reporting to work as a Press Secretary in the California State Assembly, and 2 years later moved to the California Department of Justice as its primary spokesman on legal matters.

In public relations work, Steve has built numerous award-winning state and national issue-oriented campaigns in the health care, transportation and educational fields. One prominent social marketing campaign Steve developed is Katie Couric's national colon cancer awareness campaign, which Steve built and managed for its first five years. The University of Michigan later researched the campaign effort and found it to be highly effective, increasing colonoscopy usage by 20%. Steve has worked on numerous pharmaceutical, voluntary health association, and insurance-related public relations efforts.

Steve holds an M.A. degree in government from California State University at Sacramento and can still be seen and heard on the air in the area as he "moonlights" at area newsrooms keeping his writing and on-air anchoring skills sharp.

**Tom Goff  
Executive Vice President, Corporate Reputation and Crisis Management  
Deputy General Manager, Edelman Los Angeles**

Thomas J. Goff leads the corporate reputation and crisis management practices in the Los Angeles office of Edelman. At Edelman, he serves as strategic counsel to clients on matters involving senior executive media positioning, crisis management, legal disputes, financial restructurings and media and analyst relations.

He has provided communications counsel and support to the People's Republic of China, the Royal Government of Thailand, The Government of the United Kingdom, the Church of Latter Day Saints, the National Association of Broadcasters, Motion Pictures Association of America, the Recording Industry of America, the United Nations Children's Fund, and the Auto Club of

Southern California. He has advised senior management teams at an ever growing number of global corporations including Microsoft, Sony Corporation, Warner Brothers, Capstone Turbine, Starbucks, Home Depot, Transamerica, Vans, TransContinental Entertainment, the Scotts Company, Kerr McGee, Phelps Dodge, Kaiser Permanente, Jenny Craig, Baskin Robbins, Munchkin, and Israel's Bank Leumi.

Following a successful journalistic career as a reporter and editor for publications such as *Fortune*, *Esquire* and *New York Magazine*, Goff built a career as an experienced and award-winning corporate communications chief.

Goff joined Edelman after serving as senior vice president in corporate communications at Global Crossing. While there, he acted as the principal spokesperson for the multi-national telecommunications corporation and personally promoted, managed and controlled coverage and cover stories for the company's top management team in *Forbes*, *Fortune*, *Wall Street Journal*, *Dow Jones News Service*, *Barron's* and *Bloomberg*, as well as CNBC, CNNfn and other print and electronic outlets.

Previously, Goff served at Atlantic Richfield Company (ARCO). As director of media and public relations, he acted as a corporate spokesperson for financial and operational developments, managed crisis and oil-spill communications systems and supervised ARCO's corporate image advertising, litigation communications, and community relations initiatives.

Goff worked for ten years at the Lockheed Corporation. While there, he served as manager of advertising and promotions, personally managing principal aspects of the successful \$20 million PR and advertising effort behind Lockheed's win of the F-22 Advanced Tactical Fighter program, the largest single defense contract then awarded in American history. In addition, he acted as manager of internal communications, coordinator of news and public information and as financial editor of Lockheed's award-winning annual and quarterly reports.

Earlier, Goff had recognized career success as a financial journalist and television producer. Goff's publishing/editorial tenure included positions as the business and politics articles editor at *Esquire*; senior business editor and chief editor of special editions for *New York Magazine*; and industry reporter and editor of Fortune 500 lists at *Fortune*. As founding editor and editor-in-chief of *The Corporate Board*, Goff led that journal to a readership of 10,000, reaching the highest-ranking business audience in America – the directors serving on boards of the nation's largest public corporations. He currently maintains a presence on the board of editors of the publication, which is now in its third decade and is the nation's leading journal on corporate governance.

As managing editor and associate producer at TAV Productions, he led the transition team taking the "Merv Griffin Show," the nation's top-rated afternoon talk show with 5.2 million daily viewers, to a successful television news magazine format. He also wrote and produced several key "special broadcast editions," including salutes to Disney Studios and to the White House, featuring the President and the First Lady.

Goff holds a bachelor's degree in government with honors from California State University at Sacramento and the degree of Juris Doctor from the University of California at Davis where he served on the law review. He also served more than a decade as an officer in the Military Police Corps, U.S. Army Reserve.

**Lorie Fiber**  
**Executive Vice President, Health**  
**Director, U.S. Life Sciences Practice Development**

Lorie Fiber is an executive vice president for Edelman's Health practice and U.S. director of Life Sciences Practice Development.

Lorie's healthcare experience spans a variety of market segments, including medical devices and diagnostics, pharmaceuticals, biotechnology, health benefits, managed care, consumer products and healthcare information systems. Leading public relations and healthcare associations nationwide have recognized her work, and she is a recipient of the distinguished McEachern award for excellence in healthcare communications.

Lorie's expertise is in developing strategic programs that leverage her background in public relations, marketing and fundraising and tap into a 360 degree perspective on the health industry.

Recent work has included oversight of a global campaign for a patient monitoring company, a business to business initiative regarding new ultrasound systems, a public education program about the health dangers associated with stress, development of an integrated marketing program for a health services company and counseling a biotech company through its turn-around.

Her programs are informed by the unique role of consumers in healthcare today. Last fall, she developed a program to educate consumers about flexible spending accounts (FSAs), a poorly understood but widely available health benefit. The goals of the "For Your Financial Health" campaign were to raise awareness about what an FSA is and how to use it, in a friendly and easy to understand way. The program included development of an eye-catching Web site where consumers could download information kits and read tips and tools in lay terms. In less than 10 weeks, the team achieved more than 100 million media impressions in outlets, including coverage in Time, New York Times, USA Today, Wall Street Journal, Smart Money and Self. Additionally, thousands of consumers visited the Web site and downloaded the information kit.

Lorie joined Edelman after serving as the senior vice president and national practice leader of Healthcare Technology for FischerHealth, where she helped build the Medical Device & Diagnostics practice. Prior to joining FischerHealth, Lorie was a supervisor at Creative Media Marketing, a marketing communications firm specializing in health and beauty products. Lorie's previous experience also includes founding the public relations department for the Los Angeles Regional Foodbank and political fundraising for state initiatives.

Lorie is a member of the board of directors for the Western Center on Law & Poverty and was chairwoman of Public Communicators of Los Angeles. She holds a bachelor's degree in English literature from the University of California at Santa Barbara.

**Adam Silber**  
**Vice President, Public Affairs**

Adam Silber is a Vice President Edelman's Sacramento office. He brings to Edelman nearly 15 years of PR and media production experience.

Prior to joining Edelman, Adam spent five years at public relations firms in Seattle and Sacramento. Responsible for the entire public relations strategy for a broad base of clients, Adam's experience includes extensive media relations, crisis management, and special event planning and coordination. Under his direction, previous clients have received coverage in many significant national publications such as the *New York Times*, *Wall Street Journal* and *USA Today*.

Adam brings a tremendous amount of local experience to the Edelman Sacramento team. His past work has included the implementation of major product launches across the country, as well as a variety of public affairs programs both in Sacramento and Washington, D.C. Adam also spent two years working for California Energy Commission and was responsible for the "Flexible Fuel" program, which implemented the installation of methanol-dispensing equipment at gas stations statewide. He also educated the public about clean-burning fuels at events throughout California. In addition to his work on energy issues, Adam launched a public awareness campaign aimed at educating minority communities about suicide prevention.

Previously, Adam produced the 5 o'clock news for KING-5 Television, Seattle's NBC affiliate. He also produced the 5 o'clock news at KXTV-10 in Sacramento, where he earned two Emmy Awards as well as an Associated Press award for his work.

Adam is a graduate of California State University Sacramento where he majored in Government/Journalism.

**Josh Morgan**  
**Senior Account Supervisor, Public Affairs**

Josh Morgan is a senior account supervisor in the Sacramento office of Edelman. At Edelman, Josh focuses on public affairs and communications strategy for a wide range of clients including the California Institute of Regenerative Medicine, Notification Technologies, and the Leland J. Stanford Mansion Foundation.

Before joining Edelman, Josh was Apple Computer's public relations lead for education and government. In this role, he was tasked with keeping Apple positioned as the innovation leader for technology in education and introducing Apple's products to government audiences as well as acting as the communications lead for several emerging issues including Federal court cases, statewide technology initiatives and local advocacy of technology spending.

Prior to Apple Computer, Josh led the communications efforts for nSeconds, a networking technology company, as Director of Corporate Communications, and worked with both

established and emerging technology companies including Hewlett-Packard and several startups at technology marketing firms Alexander Ogilvy and Tenth Dimension.

Josh earned his BA in Communication with a Public Relations emphasis from the University of the Pacific, UOP, in Stockton, California. He is a member of the Public Relations Society of America and the American Marketing Association.

**Jacqueline (Jackie) Quintanilla**  
**Account Supervisor, Health**

Jackie Quintanilla is an account supervisor in Edelman's Los Angeles office and a member of the firm's Health, Public Affairs and Diversity Solutions. She is responsible for developing and implementing media strategies for clients including the Children's Health Initiative (CHI) of Greater Los Angeles, the California Institute for Regenerative Medicine, SonoSite, Genitope and Thermage. Jackie specializes in healthcare, public affairs, healthcare policy, as well as Hispanic marketing, media and community relations.

Jackie was an integral part of the team that helped the CHI Coalition launch a \$100 million campaign to provide health insurance for uninsured children in Los Angeles County, which resulted in an increase in enrollment and numerous media placements. Jackie's bilingual skills and knowledge of the Hispanic market also helped to secure placements in outlets such as Univision, Telemundo and La Opinion.

Prior to joining Edelman, Jackie was a senior account executive at FischerHealth, where she developed and implemented various media relations campaigns on behalf of clients including McKesson, Blue Shield of California, PacifiCare Health Systems, and the American Diabetes Association (ADA). Jackie implemented Blue Shield's "Universal Coverage, Universal Responsibility" campaign, which helped to gain the support of Rebecca Cohn to author Assembly Bill 1528, which became the state legislative vehicle for Blue Shield. Moreover, the campaign generated more than 100 million media impressions in outlets such as the Wall Street Journal, New York Times and USA Today. In addition to her work with Blue Shield, Jackie was involved in implementing a community relations program for PacifiCare's collaboration with the ADA to increase awareness about diabetes prevention in the Latino and African American communities. As a result, the team helped to raise more than \$440,000 for local ADA chapters.

Jackie is a member of the Public Relations Society of America and a board member of the Hispanic Public Relations Association. She received her bachelor's degree in Journalism from California State University, Long Beach.

**Daren Kwok**  
**Account Executive, Health**

Daren Kwok is an account executive in Edelman's Los Angeles office. As part of the firm's health care practice, he is responsible for assisting in the development, coordination and management of the day-to-day activities for clients such as Genencor, Aspect and Cordis, a

Johnson & Johnson company. Daren has public relations experience in a wide variety of industries including healthcare, public affairs, technology, entertainment and corporate branding.

Prior to joining Edelman, Daren was an assistant account executive in public affairs at Weber Shandwick, where he worked on campaigns for such clients as Waste Management, Burlington Northern Santa Fe, Los Angeles World Airports, Los Angeles Police Protective League, Merck, Mattel and Sempra Energy. His responsibilities included writing speeches and bylined articles for Los Angeles Mayor James Hahn, public officials and corporate executives; creating content for community newsletters and other media materials; and conducting research and developing winning proposals for such organizations as the Los Angeles Police Department and the Dodgers.

In addition to his more recent experiences, Daren also gained valuable skills while working at Burson-Marsteller and Rogers & Cowan. At Burson-Marsteller, he helped to implement a campaign for Mercury Mountaineer, securing official proclamations for its “Drive for Literacy” day initiatives. And at Rogers & Cowan, he helped coordinate and implement campaigns for such clients as Texas Instruments.

Daren graduated summa cum laude from the University of Southern California with a bachelor of arts in public relations and minors in business and graphic design.

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