



The Pacific Mesothelioma Center At PHLBI Is Pleased to Announce The Appointment of Four New Board Members!

These talented executives will use their expertise in marketing and branding to help us grow our mesothelioma research center.

LOS ANGELES, CA, USA, June 13, 2018 /EINPresswire.com/ -- [The Pacific Heart, Lung & Blood Institute \(PHLBI\)](#), which oversees [the Pacific Mesothelioma Center \(PMC\)](#), is pleased to announce the appointment of four new [board directors](#).

Matt Kerbel, MBA:

Matt is the Chief Marketing Officer at MusclePharm Corporation in Burbank, a globally recognized public entity that develops, manufactures, markets and distributes branded nutritional supplements. Matt has worked in all areas of marketing and business/strategy. He has worked on both the client- and agency-side and has a great understanding with regards to the current landscape of digital marketing, content marketing, and sales strategy. He is the youngest PHLBI board director, bringing an ardent passion for improving lives.

E. Ann Lee, FACHE/MPA:

Ann is a Senior Executive with over 27 years of experience in the healthcare industry. Ann earned her Master's in Public Administration from USC and she most recently served as Chief Operating Officer for Glendale Memorial Hospital. Ann has managed hospital nursing, ancillary & support services operations, hospital strategic planning, physician relations, and service line business



Pictured: Matt Kerbel, MBA, and E. Ann Lee, FACHE/MPA



Pictured: Lisa Perry, BS/MBA, and Brian Yeh, BS/MBA

P A C I F I C

M E S O t h e l i o m a

C E N T E R

at Pacific Heart, Lung & Blood Institute

development, including acquisitions and joint venture development.

Lisa Perry, BS/MBA:

Lisa Perry is a successful global marketing executive for over 25 years growing world-class brands (Coca-Cola, Spider-Man, Orville Redenbacher, Pepperdine University, SpongeBob), driving strategic partnerships, creating integrated marketing campaigns and building businesses across multiple industries and products from Fortune 100 companies to entrepreneurial start-ups.

She has had 3 years of nonprofit board experience and sits on 2 non-profit boards. Lisa is honored to be working with the Pacific Heart, Lung & Blood Institute, leveraging her experiences to drive further awareness and engagement.

Brian Yeh, BS/MBA:

Brian Yeh is a manager with PwC Strategy&'s, leveraging his expertise in assisting clients with strategic planning, growth strategy, commercialization, and market assessment engagements. He is especially focused on emerging technology implications in existing and new health-related business models and the potential benefits for customers and patients alike.

“We are thrilled to welcome each of these talented executives to the board of directors. They bring a wealth of experience in their professional fields, which will complement our current board members. We look forward to working with them in branding, marketing and growing the organization” said Rhonda Ozanian, chair of the board of directors at the PHLBI.

About The Pacific Mesothelioma Center at The Pacific Heart, Lung & Blood Institute:

The Pacific Heart, Lung & Blood Institute (PHLBI), a 501(c)(3) is a non-profit medical research institute established in 2002. One of the divisions, The Pacific Mesothelioma Center (PMC) is focused on the treatment and prevention of malignant pleural mesothelioma (MPM). The exploration of innovative ideas forms the foundation of PMC's unique research program and provides the promise of future treatment breakthroughs. PMC is dedicated to educating the public on asbestos-related diseases and informing them of their best treatment options. PMC also connects newly diagnosed patients with patients that have been through treatment and provides assistance and emotional support.

Clare Cameron

The Pacific Heart, Lung & Blood Institute

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