



**SHILPA SHAH-MEHTA, EAST HANOVER, NJ (BOARD MEMBER 2016)**

**Why are you serving on the HNF board?**

Having worked in oncology over 20 years across many functions and tumor types, it really hit home when my mother was diagnosed with Stage 1 Breast Cancer. Seeing how blissfully ignorant she was and becoming completely responsible for her care and treatment made me realize the continued need for knowledge and awareness.

There are a plethora of resources for breast cancer and yet my mom relied on me for all the information – resources were readily available to me both materials and access to HCPs. Knowing this isn't the case with a rare disease like NET and seeing the mission of the Healing NET Foundation, I wanted to create more awareness and knowledge of NET and asked Eric and Cindy how I can help.

**About SHILPA SHAH-MEHTA**

An accomplished marketing, sales and communications executive with over 25 years of experience in the pharmaceutical industry, Shilpa Shah-Mehta is currently the Executive Director of US Marketing for Novartis Oncology's Neuroendocrine Tumor and Soft Tissue Sarcoma franchise. In that role, she leads a high performing marketing team developing US commercial strategies, and works cross-functionally to ensure the successful delivery of objectives on behalf of oncology patients.

She previously headed up Novartis's US Oncology Scientific Communications unit, where she oversaw the OBU's publication and communications strategy in order to drive awareness of key data and scientific messages for Novartis products to internal and external stakeholders.

Since 1990, Shilpa has achieved a distinguished track record in a wide variety of successively challenging positions in field sales, training and marketing at such marquee firms as Parke Davis and BMS. Her keen understanding of the healthcare landscape has driven many successful partnerships across the industry, including payers, patient advocacy organizations, key opinion leaders, and global counterparts.

With her scientific background, Shilpa also has a firm understanding of medical affairs and clinical development, making her a key player in the launch readiness arena. Her passion, commitment and deep understanding of the patient journey drives her

every day, and her wide range of professional experience makes her a critical resource in Novartis's fight against cancer.