

Inside PPTA

MEET THE PPTA STAFF

Mathew Gulick

DIRECTOR, GLOBAL COMMUNICATIONS



Q How long have you been with the Association?

I joined PPTA in October 2017 and was fortunate to meet many of our members at the Business Forum in Las Vegas.

Q What do you focus on in your role as Director of Global Communications?

I view communications as the primary route through which an organization tells its story and raises awareness of—and support for—its mission. As such, my role is to partner with all of our departments and offices to ensure PPTA develops and shares consistent messages across our various digital and print channels so our members, key partners, regulators, and the public all understand the unique and essential nature of plasma protein therapeutics.

Q Tell us about your background.

Immediately before joining PPTA, I led the communications, marketing, and public relations function for a regional nonprofit hospice provider in the Washington, D.C. area. Prior to that, I worked for several national and international trade associations, developing, implementing, and measuring the impact of communications plans that advanced their respective missions. In particular, while working with an international association within the food industry, my team and I developed a branded website and social media platform to build awareness of the safety of the ingredients the association's members use in foods and beverages, and we were able to counter some negative perceptions of our industry. By engaging with the public and providing factual content via our digital channels, we saw positive changes in the sentiment of news coverage about our work. I look forward to working with PPTA's

membership and staff to develop messages that support our mission to ensure the availability of plasma protein therapeutics worldwide.

Q What is most rewarding about working in this industry?

Ultimately, what I find most rewarding about working in this industry is the chance I have to help thousands of men, women, and children around the world lead normal lives by telling their stories and informing others of the unique nature of plasma protein therapies. These are relatively unknown medicines, yet their value to those who rely on them is immeasurable. In my short time with PPTA, I've seen many opportunities we have as an industry to build awareness of these lifesaving treatments and how our membership works every day to ensure patients have access to them.

Q What characteristic do you most admire in others?

I most admire authenticity and honesty in others.

Q Who's been an inspiration to you in your life?

My grandmother was one of the kindest and most gentle people I have been fortunate to know; she inspired me to find the positive in any situation and to seek the good in others. Despite being in poor health for the last few years of her life, she rarely complained about her various aches and pains and, instead, focused on ways to help herself and those around her to feel better. •