

**PSI Senior Management  
2007**

**Karl Hofmann, President and CEO:** Mr. Hofmann comes to PSI from a brilliant 23-year career at the highest levels of the State Department. He served both Secretaries of State Colin Powell and Condoleezza Rice as executive secretary of the State Department and is currently deputy chief of mission, the senior career diplomat, at the U.S. Embassy in Paris. Previously, President Bill Clinton appointed him as ambassador to the Republic of Togo, where he also served under President George W. Bush. Earlier, he served as director for Inter-American Affairs at the National Security Council and acting ambassador in Lesotho. His years of living and working in Africa and the Caribbean (he also served in Morocco, Rwanda and Jamaica) have given him a deep understanding of development issues, including public health, especially HIV/AIDS.

**Peter Clancy, Executive Vice President, Programs and Chief Operating Officer:** Mr. Clancy has been a PSI vice president for ten years, during which he directly supervised a variety of programmatic and functional departments. Since 2001, he has been in charge of program operations as chief operating officer and served briefly this year as acting chief financial officer. Mr. Clancy started his career with PSI in 1990 and played a leading role in developing two of PSI's most successful contraceptive social marketing programs in Côte d'Ivoire and Nigeria.

**William Warshauer, Executive Vice President, Resources and Strategy:** Mr. Warshauer has been with PSI for 13 years. He previously served as PSI's Country Representative to Pakistan and Program Manager for Asia and Micronutrients. He has also worked for a US foundation in Senegal and served as a Peace Corps volunteer in Sierra Leone. He has a Masters in Public Affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University.

**Douglas K. Stevens, Jr., Chief Financial Officer and Treasurer:** Mr. Stevens was appointed CFO in March 2007, after almost 8 months as acting CFO. After leaving the Marine Corps, Mr. Stevens began a career in the U.S. Department of State, where he served in Mali, the Bahamas, Cameroon and South Africa. After the leaving the State Department, he held various senior management positions before becoming a partner with Grant Thornton for nearly 10 years, until he joined PSI on an interim basis.

**Sally Cowal, Senior Vice President, Regional Director for Eastern Europe, Latin America and the Caribbean, and Director of Maternal and Child Health and Public Affairs:** Ms. Cowal is responsible for PSI's maternal and child health portfolio, which includes safe water, oral rehydration, micronutrients (such as iodized salt, multivitamins and iron-folic acid) and other nutrition-related products and programs. She came to PSI from a long career in public service, including more than two decades in the U.S. Foreign Service including assignments as ambassador and Deputy Assistant Secretary of State for Western Hemispheric Affairs. Ms. Cowal was one of the founders of UNAIDS, was key to securing its initial funding and served as its first deputy director.

**David Reene, Senior Vice President and Regional Director, Asia:** Mr. Reene is responsible for oversight and management of many of PSI's country offices. Before joining PSI, he gained 15 years of private sector experience in consumer marketing, finance, health care, and general management. He served in Poland as a Peace Corps Volunteer and worked in Central Europe for seven years.

**Steven Chapman, Director, Research:** Dr. Chapman oversees an international research program examining behaviors relating to HIV/AIDS, malaria, maternal and child health, and family planning. He can discuss the antecedents of behavior change in developing countries and the role of social marketing in

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changing those. He has a PhD from the Johns Hopkins University School of Public Health and speaks French and Dutch.

**Dr. R. Craig Lefebvre, Chief Technical Officer:** Dr. Lefebvre is an internationally recognized expert in social marketing and communications addressing a multitude of health risks aimed at diverse audiences. His extensive background includes work in such areas as HIV/AIDS, tobacco control, cancer, nutrition and chronic diseases. Dr. Lefebvre has a doctorate in Clinical Psychology, an MS in Experimental Psychology and a BA in Psychology. He completed post doctoral studies at the University of Virginia and the University of Pittsburgh in Behavioral Medicine, and has taught at the University of Virginia, Brown University, Johns Hopkins University, University of South Florida and George Washington University.

**Dr. Desmond Chavasse, Global Director, Malaria Control:** Dr. Chavasse is responsible for PSI's global malaria control programs in 31 program countries. These programs focus on delivering insecticide treated mosquito nets at scale through targeting subsidy to vulnerable groups and providing increased access to effective malaria treatment through social marketing of prepackaged malaria therapy. He can discuss all issues related to malaria control policy and practice as well as PSI's role in the Roll Back Malaria partnership. Dr. Chavasse has a PhD from the Liverpool School of Tropical Medicine, was a researcher/lecturer at the London School of Hygiene and Tropical Medicine and has 17 years experience in the control of vector borne diseases with principal focus on malaria.

**Chastain Fitzgerald, Director, New Business:** Ms. Fitzgerald joined PSI in 2001 as a country representative in Togo, then Uganda where she oversaw the expansion of social marketing program and new products and services development. She currently heads the private and public grant development department in Washington. Previously, Ms. Fitzgerald has worked as a Foreign Service Officer for the US Department of State, a consultant for the World Bank and other positions in Zambia and Mali. Ms. Fitzgerald received her Masters in International Public Health from George Washington University.

**Brad Lucas, Director, New Product Development:** Mr. Lucas brings to PSI 15 years of professional experience in development and marketing, including significant, hands-on experience designing and implementing social marketing projects for point-of-use (POU) water treatment products in Africa. A United States citizen, he currently serves as PSI's Director of New Product Development, where he oversees efforts to expand PSI's range of socially-marketed health products including: micronutrient food supplements, vitamins, tuberculosis treatment, zinc tablets for diarrhea treatment and new POU water treatment products. Mr. Lucas has extensive experience with all aspects of the management of complex social marketing field projects, having served as a PSI Senior Country Representative for four years in Tanzania and over three years in Zambia. He spearheaded the development and implementation of safe water systems (SWS) social marketing programs in both of these countries, leading to the establishment of commercially sustainable production, marketing, and the distribution of SWS. Mr. Lucas also resided in Sierra Leone as a Peace Corps volunteer. He is a native English speaker and is conversant in both German and Sierra Leone Krio. Mr. Lucas has an MBA in marketing from Georgetown University.

**David McAfee, Regional Director, Southern Africa (on leave):** Mr. McAfee is a seasoned social marketing manager, with nine years of experience in the design and management of complex, multi-component development programs. As the former PSI Madagascar Country Representative, Mr. McAfee has established relations with partners in Madagascar and first-hand knowledge of the complexities of the social marketing program and the unique Malagasy environment in which it operates. In his new role as Southern Africa Regional Director, Mr. McAfee oversees the PSI Madagascar program, providing advice and leadership and leverages technical and financial assistance from PSI headquarters in Washington.

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**Tim McLellan, Regional Director, East Africa:** Prior to his role as Regional Director for East Africa, Mr. McLellan served as Country Representative for Nigeria, where he managed one of Africa's largest social marketing operations. Prior to taking his position in the field, Mr. McLellan was Program Manager at PSI Washington Headquarter where he was responsible for the backstopping of Haiti, Kenya, Eritrea, Guinea Bissau, Nigeria and Ethiopia. A former marketing specialist in the shipping industry and a consultant on organization, product development and finance issues, he served as a Peace Corps volunteer in Niger, working in community agricultural development. Mr. McLellan received his M.A. from the Fletcher School of Law and Diplomacy in International Business and Development Economics. He speaks fluent French and Djerma.

**David J. Olson, Director, Public Affairs:** Before taking over Public Affairs in 2001, Mr. Olson spent 10 years managing very different PSI programs in Africa, Asia and South America. In 1992, he launched Zambia's first social marketing project in HIV/AIDS; the program now ranks sixth in the health impact it produces among PSI countries. In Bangladesh, Mr. Olson advised the world's largest health social marketing program focusing on family planning and oral rehydration therapy; this program is now recognized as one of the biggest family planning success stories. In Paraguay, he managed an adolescent reproductive health program in a country with one of the highest teen pregnancy rates in Latin America. Prior to PSI, Mr. Olson founded an indigenous rural development movement for Lutheran World Relief in Mali and was a Peace Corps volunteer in Togo. Mr. Olson started his career in print journalism and has a degree in Mass Communications. He speaks French, Spanish and some Portuguese.

**Kate Roberts, Director, Cause-Related Marketing:** Ms. Roberts is leading PSI's YouthAIDS initiative. Since 1999, Ms. Roberts has developed the organization's cause-related marketing strategies and initiated numerous corporate alliances, including those with Levi Strauss, MTV, DDB Worldwide, the Ford Modeling Agency, MAC Cosmetics, ALDO shoes and others. Formerly a Managing Director for Bates, Saatchi & Saatchi in London and Eastern Europe, Ms. Roberts brings experience in international marketing, public relations, and media to the project.

**Katie Schwarm, Regional Director, Southern Africa (acting):** Ms. Schwarm came to PSI in 2000 with over six years experience in private sector sales and marketing. Since her arrival she has served as Program Manager for Southern Africa where she was responsible for strategic planning, administrative oversight and new business development of PSI programs in 8 countries of southern Africa. Ms. Schwarm has a BBA in International Business from the University of Texas at Austin, and speaks Spanish and Kiswahili.

**Lisa Simutami, Director, Procurement and Logistics:** Ms. Simutami has over 15 years of experience in international health, supply chain management and health communications. She currently serves as PSI's Director of Procurement and Logistics (P&L) where she supervises all P&L activities in PSI's program countries. She ensures that quality standards are adhered to and that policies are in line with donor regulations and international standards. Ms. Simutami was previously the country director of PSI's office in Rwanda and has also worked in Zambia and Gabon. She is a native English speaker and is fluent in French.

**David Walker, Senior Strategic Advisor:** Prior to his role as Senior Strategic Advisor, Mr. Walker served as PSI's Country Representative and Resident Advisor to PSI's partner agency, Family Health International in Malawi. Before assuming this position, Mr. Walker was the Director of Marketing at PSI/Washington and was responsible for providing marketing-related technical assistance to PSI programs worldwide. He also served as a Program Manager, providing support to PSI programs in Guinea and Russia, and as product manager for oral rehydration salts (ORS). Prior to joining PSI, Mr. Walker was a Micro enterprise Development Agent with the Peace Corps in Senegal, where he assisted

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agricultural-based enterprises. He has extensive experience developing and marketing consumer food products as a Brand Manager at the Quaker Oats Company. Mr. Walker received a B.A. in Political Science from Miami University, and an M.B.A. in Strategic Marketing from the University of Michigan. He speaks French and Wolof.