



## ADVISORY BOARD BIOS

### Ronnie Gunnerson:

Veronica "Ronnie" Gunnerson retired in 2021 after a distinguished career in communications - first as a business journalist in the early days of the personal computer and home video industries, then as a public relations executive at Turner Broadcasting System, Inc. (now Warner Bros. Discovery), and finally as an affiliate associate professor in Communication at Loyola University Maryland. Her 50-plus-year professional life also has seen notable successes in the nonprofit sector, including being tapped as the founding executive director of the PBS Foundation and called to serve as the executive director of the ALS Association DC/MD/VA Chapter. One of her latest successes, the children's book "Emily's Secret Slippers" (Apprentice House, 2022), marks the beginning of the fourth phase of her communications journey. Widowed with grown children and grandchildren, she delights in the company of her townhouse mates Calico Cat Minnie and Yorkshire Terrier Nellie at the Chester River on Maryland's Eastern Shore.

### Marie Yeh:

Marie A. Yeh is an associate professor of Marketing at Loyola University Maryland. A public health educator in her first career, Marie is an accomplished trainer and educator with over 15 years of experience in multiple settings. She served as an independent grants consultant and grant writer bringing in over \$12 million in funding for her nonprofit clients before career transitioning into academia. Her translational work sits at the intersection of theory, policy and marketing to find solutions that can be applied in the real world, particularly for those who are the most vulnerable. Recognized for its impact on society by the Marketing and Society SIG of the AMA who awarded her with the Emerging Scholar Award in 2023, her scholarship that tackles deeply entrenched societal issues such as mental illness, stigma and sexual violence often sit at the intersection of public policy and marketing. She serves on the editorial review boards of the *Journal of Public Policy and Marketing* and the *Journal of Consumer Affairs*. She also serves as the Vice-Chair for the Marketing and Society SIG of the American Marketing Association, which promotes marketing research that makes a difference in society. To refuel her deep-seated need to improve the human condition, Marie loves spending time with her family, playing with her dogs, reading (sci-fi, fantasy, and/or romance), listening to music of all genres (especially live), and dancing (who wants to go line dancing?).

### **Philip Sherfey:**

Philip Sherfey serves as the director of the Hearings Division and chief hearing officer of the Marketplace Appeals Group at the Centers for Medicare and Medicaid Services, an agency of the United States Department of Health and Human Services. He oversees the hearings-level adjudication of Healthcare Marketplace appeals. He is a licensed attorney in the state of Maryland and is certified in healthcare compliance. Philip graduated from the Penn State Schreyer Honors College with a degree in political science, with a focus in international relations, and served as a research assistant in an international treaties database project. He received his Juris Doctorate from the University of Baltimore. Philip resides in Pennsylvania with his wife and four children and stays very busy in his roles as husband and father. He also enjoys volunteering as a church youth group leader and volunteering in education programs at local schools, including in the Junior Achievement program.

### **Lígia Jordão:**

Lígia Jordão is a BSN, RN and holds an MBA. Currently, she is a pediatric and adult congenital heart disease electrophysiology (EP) nurse, specializing in implantable cardiac devices (pacemakers, defibrillators, monitors), at the Johns Hopkins Children's Center. Born and raised in Portugal, she began working as a baker when only 11 years old and knew by age 12 she wanted to become a nurse. Upon moving to the United States, she began pursuing her dream through her college classes, supporting herself through full-time work at her family's bakery. She later received a small grant to complete her BSN at Liberty University. After a few years of working in adult cardiology, with a summer in camp nursing and 6 months on a medical mission in Honduras in between, she finally achieved her ultimate goal of working in pediatric care. That came with the job in the cardiac ICU at Boston Children's. Two years of service there has led her to a now more than two-decade EP career, with the last decade at Johns Hopkins. In her spare time, she enjoys traveling, hiking, spending time in nature and with her family, gardening, and learning about how to do a myriad of things, especially those where she can use her creativity.

### **Dr. Caridad de la Uz:**

Dr. Caridad de la Uz is the director of Pediatric Electrophysiology at the Johns Hopkins Hospital. She was born in a small, rural town in Cuba and immigrated to the US on the Mariel Boatlift in 1980. She received her undergraduate degree from Johns Hopkins University, attended Georgetown School of Medicine and then did her general pediatrics training at Boston Children's Hospital. From there, she completed her general pediatric cardiology training and subspecialty training in pediatric electro-physiology (heart rhythm disorders) at Texas Children's Hospital, where she worked as the director of Cardiac Device Service and a member of the General EP team for 6 years before

coming back to her "second home" in Baltimore. As the director of Pediatric Electrophysiology, she oversees the care of pediatric and adult congenital cardiac patients with heart rhythm disorders and hereditary arrhythmia conditions. In addition to the clinical responsibilities of caring for patients in the outpatient clinic and on the inpatient wards, Dr. de la Uz performs cardiac procedures such as ablations and cardiac device implants. She is active in translational and clinical research on genetic arrhythmia conditions and on biological pacing, which she hopes will change the way we care for our young pacemaker and ICD patients in the future. One of her favorite parts of being an academic physician is teaching the next generation of doctors.

Dr. de la Uz's patient care mission is inspired by the concept of *Cura Personalis*, care for the whole person, the motto of Georgetown Medical School. She strives to provide thoughtful care to her patients and their families, because illness does not just affect the patient. Her goal is to help every child live the most fulfilling life possible in spite of their cardiac condition. In her free time, Dr. de la Uz relishes time with her family, which may include shopping trips with her daughter to H&M or cooking with her, learning about cars with her son, and enjoying time with her three dogs.

