

**Barbara Mintzes**

*Member*

Barbara has worked with the HAI network since 1991. She was a staff member in Amsterdam from 1991-1996, in 2006, and in late 2008. Her main areas of expertise are on direct-to-consumer advertising, drug promotion, regulatory policies, women's health, and independent evaluations of drug effectiveness and safety. She was a core member of the HAI/World Health Organization team that developed the educational manual on pharmaceutical promotion, called *Understanding and Responding to Pharmaceutical Promotion*. She is currently a Senior Lecturer in the Faculty of Pharmacy and Charles Perkins Centre at the University of Sydney. Her campaigning experience, long-term commitment to HAI's goals, and experience working from the double-perspective of expert Association member and former staff member enables her to bring proactive and practical input to strategy development.