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My role at Kura primarily supports the overall corporate communications strategy and company brand and reputation. I take a leading role in crafting, sharing and elevating the Kura story with all our corporate audiences, including media, investors, biopharma innovators, and current and prospective employees.




T2B Pulse Narratives:

Voices & Insights of Biopharma Communicators



ALL ROADS LEAD TO ...

Like many who come to biopharma comms, my career path was not linear. Yet, every step prepared me for where I am today.



I've always been a strong writer, and I studied journalism and PR in college. My career began in administrative roles in a variety of industries, eventually landing as an Executive Assistant for Kura Oncology. I was initially drawn to the industry because of the opportunity to make a difference for patients.

As an extension of leadership in my role as an EA, communication was critical, and this experience lent itself well to my eventual career transition. Even though I wore many hats as an EA, it became clear that the fast-paced corporate communications route was where I truly thrived!

CUSTOMER SERVICE IS THE KEY

One of the best pieces of advice I received from my mentor/supervisor is that customer service is a key attribute of corporate communications. In order to do our jobs effectively, listening to our internal and external stakeholders is just as important as the strategy and tactics. Collaboration is vital in order to maintain a cohesive corporate messaging platform that resonates seamlessly across the organization and with the public, while also acting as a trusted advisor providing valuable input, even when it goes against the grain.



T2B AND ME

I've always found value in networking and when I stumbled upon Ticket to Biotech, I was thrilled to find a community of passionate and insightful communicators who encounter the same unique challenges and issues. Often we are a part of a department of $N = 1$ or 2, so it's great to have a group to connect with and share experiences in this ever-changing industry.



Words are, of course, the most powerful drug used by mankind.

Rudyard Kipling



*JOIN T2B TO
CONNECT WITH
OUR COMMUNITY*



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