

## *MINA NGUYEN*



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I lead communications at a pharmaceutical organization for two oncology products focused on bladder and cervical cancer.



## **T2B Pulse Narratives:**

*Voices & Insights of Biopharma Communicators*



## *LIFE SCI COMMS REIMAGINED*

I'm excited to see where interactive and immersive media is heading. By weaving AI and machine learning into new interactive tools (and for the more advanced, incorporating bluetooth and mobile technology), we'll potentially be able to craft experiences that aren't just personalized—they're humanized, psychic and memorable. At least, that's what companies are saying is on the horizon: tools that can pinpoint exactly when and how to capture our audience's attention, answer their questions on the fly and at some point, provide a real-life experience.

This is how we can keep content dynamic and engaging. This approach isn't just tweaking how we share complex data—it's revolutionizing it, making it super digestible and much more relatable to diverse groups.

Taking it a step further... the ability to mine real-time data on our audiences to fine-tune our strategies will really change the game. But that's for another day.



# LESSONS IN PERSEVERANCE

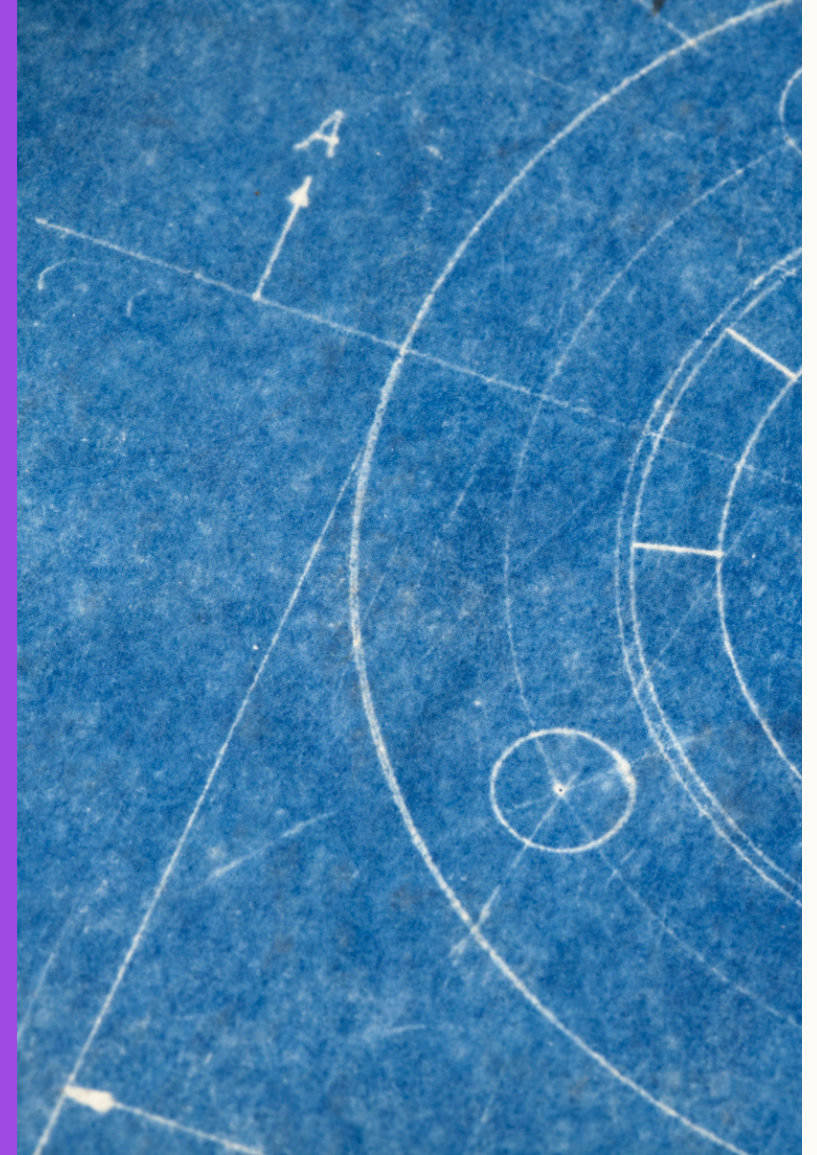
*Embrace each defeat as a valuable lesson to return stronger.* Early in my career, I wanted this role that I thought was perfect for me, and I didn't get the job. Heartbroken, I turned to a mentor for advice and to lick my wounds. Her words stuck with me all these years. There's always a lesson in a loss, and you're only going to grow from there, but you have to make sure you don't let the last reason you lost be the next. This has been tricky to navigate, as you want to balance having a pioneering spirit but keeping your credibility intact, and being human.



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## *COMMS LEADERSHIP BLUEPRINT*



I've been one of the rare people to have been fortunate to have mostly incredible bosses (at least for the past 17 years). They were mentors turned friends turned family, and I took away valuable lifelong lessons, career skills, and traits to be a better human.

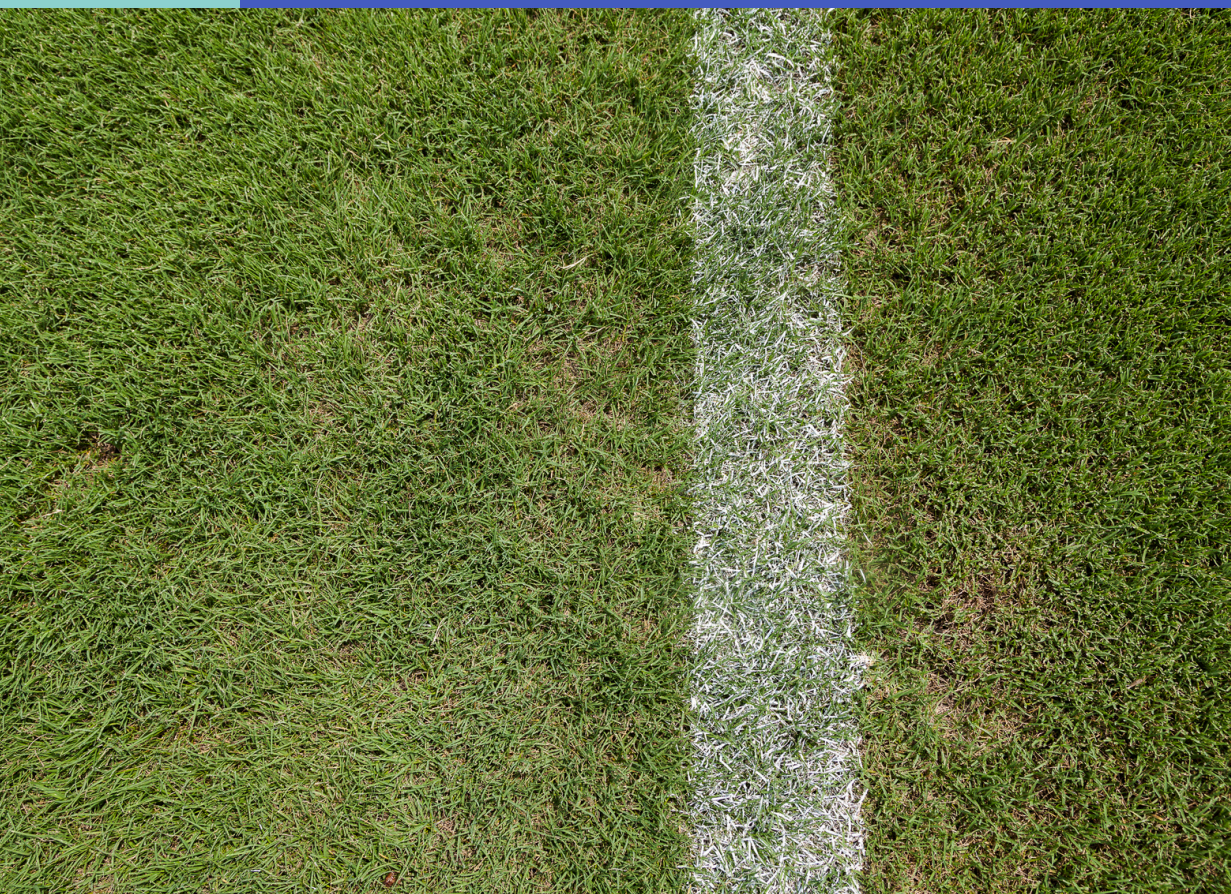
What they all had in common: They advocated for their team, walked the talk, led by example and did so with a finesse that seemed easy. They were direct when necessary, but always with a grace that made you feel valued. Sometimes, they even shielded me from chaos.

This should serve as the blueprint for how communications professionals should champion their companies, patients, colleagues, and mission—with authenticity, integrity, and a touch of grace. I really strive to emulate these traits with everyone.

## *T2B AND ME*

I think this is desperately needed in our field, especially in the life sciences/biotech / pharmaceutical industries.

We have to work within the confines of a heavily regulated industry, and while we would love to be as creative and out of the box as possible, we need to communicate compliantly. Not all industries get that.



## *MINA'S MOTTO*

Strive to always bring value; focus on giving 10 times more than you receive. Be a humble student, always.



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CONNECT WITH  
OUR COMMUNITY*



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