

# TYLER GAGNON



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I'm the storyteller for Kiniksa, keeping our team engaged and aligned with our mission through internal and external communications. From crafting social media magic to running company-wide town halls, I am here to make sure our message is loud, clear, and resonates with both employees and external audiences.



## T2B Pulse Narratives:

*Voices & Insights of Biopharma Communicators*



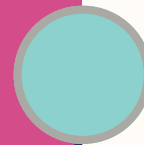
## *NEW OPPORTUNITIES TO SHOW IMPACT*

While not entirely new, data-driven storytelling is gaining traction across various audience segments in life science communications.

Instead of relying solely on traditional press releases or scientific papers, companies are increasingly using data visualization and interactive content to make complex scientific discoveries or clinical trial results more accessible and engaging for both experts and the general public. This approach not only simplifies technical information but also builds trust and transparency, showcasing the real-world impact of biotech innovations in a more compelling way.

# *HINT: DON'T STAY IN YOUR LANE*

“Don’t be afraid to outgrow your role” is some of the best advice I’ve received. Staying in your lane will only hinder your ability to expand your skill set. Be the bridge when you spot communication gaps within an organization, take on that project that interests you, but lack experience with, build those cross-functional relationships to become a unique contributor within your company, and it will likely pay dividends in the long run. Career development is often about stepping outside of comfort zones and redefining your own path.





## *T2B AND ME*

I was impressed with the Q&A sessions you were hosting with important media members in our space. Getting an inside scoop on what moves the needle for specific reporters and what trends their newsrooms are interested in covering is invaluable. It helps us communications professionals better serve the media and deliver timely, relevant stories that align with their beats.



# *FAVORITE QUOTE*

It's overused, but so true—the classic Bill Gates quote: “If I was down to my last dollar, I would spend it on PR.”

This perfectly captures the value of strategic communications in shaping perception, building trust, and driving success, even when resources are tight.

Human beings are wired for storytelling to digest complex ideas, and successful storytelling through earned media provides a powerful platform for connecting with audiences, fostering engagement, and conveying authenticity.



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CONNECT WITH  
OUR COMMUNITY*



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