

# NAOMI HAGELUND



Program Administrator, Science  
and Research Communications



American Society of Clinical  
Oncology



Seattle, WA



At ASCO, my focus is on supporting oncology research by highlighting important clinical trials, key publications, and collaborative initiatives with the FDA.

I bridge communication between leading oncologists and the media, and contribute to managing the press room at ASCO's Annual Meeting.




## **T2B Pulse Narratives:**

*Voices & Insights of Biopharma Communicators*



## *UNCONVENTIONAL ADVICE*



The late Captain Doug, an extraordinary Alaskan fisherman who was like a father to me, often said, "Never leave fun for more fun." This unconventional wisdom has profoundly shaped my career in life science communications, a field where I am perpetually learning and facing new challenges. His words remind me to appreciate the journey I'm on, which has been endlessly rewarding and aligns perfectly with what I've always sought in my professional life.



# MENTOR

Suzie Kendrick, PR all-star, has been the cornerstone of my professional life. She lifted me up as a first-generation college kid from a community in rural Alaska that undervalued both education and women's advancement, fostering my passion for science and critical thinking. She opened career avenues I never dared to consider within my reach. She adeptly guided me through the various communication disciplines and gave me an environment where I could flourish. When I was ready, she strategically positioned me to make contributions that enriched us both.



## *T2B AND ME*

At PRSA's annual ICON conference, I stumbled upon an amazing community of life science communication professionals, where I had the privilege of exchanging ideas and discussing challenges. The wealth of valuable feedback and innovative ideas I received there was truly incredible. I'm excited to keep the conversations going at T2B and contribute to a collective that is as collaborative as it is insightful.



If I waited for  
perfection...  
I would never  
write a word.

*Margaret Atwood*



*JOIN T2B TO  
CONNECT WITH  
OUR COMMUNITY*



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save



comment



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