



## Meet the PharmaSUG 2020 Conference Team

They say “Birds of a feather flock together”; and yet here are people with completely different backgrounds and varied interests, that are working together towards one bigger purpose: the PharmaSUG conference! It might intrigue you to know that you could also interact directly with some of these individuals during the submission process. As we get close to finishing our series “Getting to Know Your PharmaSUG Committee”, we would like to introduce you to our Software Demonstrations (Tutorials) Section Co-Chair - **Aadesh Shah**, and our Assistant Registrar - **Priscilla Gathoni**.

**Aadesh Shah** was born and raised in Mumbai, India; but moved to US when he was 16. So, he has now spent more than half of his life here in the US. He currently lives in the town of Jamison, Pennsylvania with his wife and 2 children. Aadesh has been a fan of fitness and an advocate of healthy living over the past few years, but he does give in to his favorite snack of popchips (chips made out of popcorn) once in a while 😊. He has lost a considerable amount of weight in the past year, and his goal is to continue on that path to lose another few pounds in the next year. His hobbies have changed in recent years since his kids were born, but he still enjoys a good movie, listening to music and podcasts. Since moving to a new home in 2016, he has learnt to enjoy renovating as well; his most recent project being the renovation of his basement into a home theater room last year.

Aadesh enjoys working on SAS, that has been a base language he has used since mid-2000's. More recently at GSK (the company he works for) he has been introduced to using R as well, for Quality Control and other purposes. He hopes to see innovations within our field with new programming languages, and also the use of Machine Learning and Artificial Intelligence. Aadesh is also involved with a PHUSE workstream, where he has contributed to authoring a white paper, that's being reviewed by the FDA before getting published. In 2019 he presented a paper on Machine Learning at PharmaSUG and has also authored another paper this year on Good Programming Practices which will be published soon at the PHUSE Connect 2020.

**Priscilla Gathoni** was born in Nakuru, Kenya, close to Lake Nakuru (famous for thousands of nesting flamingos and pelicans). She currently resides in Montgomery Village, MD. An interesting fact about her is, she has natural locked hair that's over 5 feet long, and it can take up to 6 hours to wash, twist, and style the locks - in which time she manages to finish a whole book! This guarantees her at least 12 books read in one sitting every year. 😊 Priscilla has a myriad of interests including cycling, running, racquetball, writing, presenting, facilitating, and motivational speaking; and she loves to snack on organic dates. Her grown-up son is an investment banker, who lives and works in London, UK.

Her favorite story about SAS goes back to over 20 years ago, when she worked for a telecommunications company in Colorado, as a SAS programmer. Her code produced market research data to find customers that didn't have a particular phone, cable, or internet modem bundles. This data went to the commercial group and she wasn't worried about what they used the data for; until one day at a party, the host exclaimed how they were tired of receiving “junk” mail to upgrade to the “gold package”. This rippled into many others complaining about the excessive “junk” mail as well, and she agreed to investigate the issue. To her surprise, when she walked into her manager's office the next Monday, he held up the same pamphlet as the one her friends were referring to, and complimented her work. That was the turning point for Priscilla to go back to the Pharmaceutical industry several months later.

Besides her day job, Priscilla has been involved with PharmaSUG in several ways including section Co-Chair, First-timer's coordinator, presenter, and committee member. She's also involved with SESUG, P21 LIVE and CDISC conferences as a presenter, volunteer, and attendee. Outside of work and the industry, she's actively involved in the Women Freemason's of America as a Principal Officer.