

Brand Institute Attends the 2022 HBSHAA Annual Conference in Boston, MA

The signature event was the first on-campus conference for the HBSHAA in three years



Brand Institute, a Gold Sponsor of the Harvard Business School Healthcare Alumni Association (HBSHAA), was pleased to attend the organization's annual conference at the Harvard Business School campus in Boston, MA, on Tuesday, November 8th, 2022. The event was highlighted by numerous panels consisting of HBS graduates, entrepreneurs, and business/regulatory thought leaders discussing a multitude of topics that are shaping the future of healthcare.

Representing Brand Institute was Daina Quevedo, PharmD, RPh., President of Brand Institute's Boston Office, and Scott Piergrosso, President of Creative. As the global leader in pharmaceutical and healthcare related brand name and identity development, Brand Institute is honored to support an organization that is dedicated to the professional development and continuing education of so many current and future leaders in healthcare and life sciences.



Scott Piergrosso, Mike Graffeo (HBSHAA Co-President, MBA 2006) and Daina Quevedo



Scott Piergrosso with Conference Organizers Susan Calcio and Cameron LaHaise



BI-Donated iPad Raffle Winners Shardule Shah, Tanvir Mangat and Jamil Beg

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