



Institute for International Business
Center for International Business
Education and Research (CIBER)
UNIVERSITY OF COLORADO DENVER

CU Denver's Institute for International Business (IIB) and Center for International Business Education and Research (CIBER) cordially invite you to an International Executive Roundtable featuring:

**“Leading Through Global Change:
Building Resilience, Innovation, and Trust with a Mission-Led Approach”**

Terumo Blood and Cell Technologies

Tuesday, April 29, 2025

12:00 pm – 1:30 pm (MT)

BUS-4500, CU Denver Business School, 4th Floor

1475 Lawrence St. Denver, CO 80202

Lunch will be provided.

[Click to Register](#)

Program Overview

In today's dynamic and challenging global environment, Terumo Blood and Cell Technologies remains focused on advancing its mission through strategic insight, innovation, and operational excellence. This session will explore how we turn market insights into actionable strategies that shape product development and lifecycle planning. We will also highlight our approach to operational excellence, supply chain resilience, efficiencies, and performance in a global context, and share lessons from navigating disruptions and crises—from pandemics to tariff shifts—through clear, consistent customer communication, and explore how these capabilities reinforce our role as a reliable global partner committed to improving patient lives.

About the Speakers



Michelle W. Marks has over 20 years of medical device experience in sales, marketing, product management, and business leadership. In her thirteenth year at Terumo Blood and Cell Technologies, Michelle leads Global Strategy and Market Intelligence, focusing on driving business growth, diversifying the product and service portfolio, and increasing patient access to care. Prior to Terumo, Michelle held roles with increasing responsibilities at Thermo Fisher, GE Healthcare, and Stryker. Michelle received her BS in Business Administration from the University of Colorado, Boulder, and her MBA from the University of

Denver. She is passionate about patient impact and serves as a Board Member of the Rocky Mountain Chapter of the Leukemia & Lymphoma Society. She is an avid public speaker and public policy advocacy volunteer for organizations focused on advancing cancer research and ensuring equitable access to affordable healthcare. Michelle lives in Denver, Colorado, with her husband and two kids. In her spare time, she loves to travel and enjoys all things outdoors in the Colorado mountains.



Claudia Formiga is the Head of Global Communications at Terumo Blood and Cell Technologies, a mission-driven medical technology company that is focused on unlocking the potential of blood and cell-based therapies. Claudia's focus is on developing communication and marketing strategies that help advance the company's brand and reputation efforts and culture while enabling growth. She has over 20 years of experience in international and regulated industries, having served in progressively responsible corporate communications leadership roles with GE and Deutsche Bahn. Claudia holds a Marketing degree and a post-graduate degree in Communications from ESPM University in Brazil, and Digital Marketing from Cornell University.



Ilia Geltser is a Global Engineering Excellence Lead at Terumo Blood and Cell Technologies, with 35 years of experience in medical devices, metals, and mining, as well as equipment manufacturing for aerospace, power generation, upstream and midstream oil & gas. As a part of TBCT Operations and Supply Chain, Ilia supported factory startups in Vietnam, Costa Rica, China, and the USA; led Lean initiatives; and helped regionalize the supply chain. Ilia has a Master's in Solid State Physics from Russia, Material Science from the University of British Columbia in Canada, and Nanotechnology from Rice University in Houston. His four children are now spread around the USA studying at different universities.

International Executive Roundtable Invited Lectures and CU Denver's IIB

This special lecture is hosted by CU Denver's Institute for International Business (IIB) with support from the Carole Ann Jemal-Gibson and Greg Gibson Fund. CU Denver's IIB is one of 16 Centers for International Business Education and Research (CIBER) in the United States, a prestigious designation awarded by the US Department of Education.

International Executive Roundtables are free to attend. Please register early, as space is limited. You will receive an email confirming your registration.

Questions

Email Kaela Kalabany at kaela.2.kalabany@ucdenver.edu with any questions.

Co-Sponsored by:

University of Colorado Denver, Institute for International Business (IIB) and Center for International Business Education and Research (CIBER) & the Carol Anne Jemal-Gibson and Greg Gibson Fund