

DIOR SARR

Global Communications & Public Affairs

CONTACT

ADDRESS

Yoff Virage rue Y29
Dakar
Senegal

PHONE

+221 78 758 12 55

EMAIL

diorina.sarr@gmail.com

SKILLS

Health Policy

Stakeholder Relations

Strategic Planning

Advocacy

Crisis Communication

Media Relations

Product Launch

LANGUAGES

French

English

PROFILE

Creative bilingual (English/French) communications leader with progressive experience in building media and communications campaigns, and creating editorial content for local and global audiences. Demonstrated success in assisting large health organizations, both in the public and private sectors, in the areas of product/program launches, advocacy, media and public relations. Strong advocate of using storytelling to influence public policy and to build long-lasting relationships with key stakeholders.

EMPLOYMENT HISTORY

Founder, Jeli & Folks Studio

Dakar, Senegal

Oct 2025 — Present

- Leads a strategic branding and marketing practice, developing and delivering strategic narrative, campaign launch strategy, and patient materials for pharmaceutical companies and private healthcare providers.
- Offers fractional and interim communications support for organizations needing senior-level coverage on a flexible basis.
- Operates bilingually (French/English) across Anglophone and Francophone markets.

Associate Director, Public Affairs, Gilead Sciences

Toronto, ON

Aug 2021 — Mar 2026

- Created one of the most innovative advocacy campaigns in the breast cancer space, featuring the stories of women of colour diagnosed with an aggressive form of breast cancer, thus positioning Gilead as a company with strong values.
- Led the launch of two key products by developing strong communications strategies and materials which helped ensure consistent messaging to external stakeholders and internally across all cross-functional partners.
- Partnered with patient advocacy groups to support the development and implementation of novel initiatives addressing health equity and rapid access to innovative treatments.
- Strongly collaborated with Government Affairs colleagues to

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- manage approvals and announcements of key market access milestones by leveraging earned and paid media opportunities.
- Shared best practices related to product launch with European countries including key messages, Q&A documents, press releases, position statements, etc.

Senior Manager, Government Affairs, McKesson Canada Toronto, ON

Jun 2020 — Aug 2021

- Communicated frequently with key public decision-makers and industry associations to position McKesson Canada as a strong partner to governments.
- Identified emerging policy issues that may have an impact on the retail pharmacy business, and determined advocacy opportunities and appropriate lobbying strategies.
- Developed public policy documents, messaging and engagement strategies required to support McKesson Canada's private clinics.
- Partnered with Internal Communication teams and Public Relations agency to develop advocacy and media strategy that accurately reflected the need of over 2,600 retail pharmacies across Canada.
- Represented McKesson Canada in political and public policy forums including business and trade associations.

Business Strategist | Team Lead, Ontario Health Toronto, ON

Apr 2016 — May 2020

- Developed and managed the implementation of a provincial strategy for kidney transplantation, leveraging Cancer Care Ontario's cancer strategy framework.
- Established and maintained strategic partnerships with external partners and led day-to-day management of various initiatives under the provincial strategy.
- Created a promotional campaign and campaign materials, in partnership with patient groups, to showcase the stories of living donors and their recipients in an effort to promote organ donation.
- Managed and coached a team of Specialists and Senior Specialists by providing direction and project management support.

Senior Analyst, Ontario Health Toronto, ON

Sept 2013 — Apr 2016

- Led annual engagement sessions with 26 public hospitals and effectively presented policy and budget updates.
- Engaged with patient groups regularly to develop government policies that would enhance the experience of patients living with kidney disease.
- Drafted briefs and data reports to help senior management assess the impact of emerging policy trends on patient care.
- Managed a \$600 million budget, including annual projections and hospital allocations.
- Recognized and promoted for being able to translate complex data into easy-to-understand decision-making tools.

Policy Intern, World Health Organization

Senegal

Apr 2011 — Aug 2011

- Reviewed national and regional strategies implemented to reduce HIV transmission rates in Senegal, particularly focused on the prevention of mother-to-child transmissions.
- Participated in meetings with international experts to discuss strategies for reducing HIV rates within the sub-Saharan region.
- Proposed innovative disease awareness methods, including engaging younger men in the prevention of HIV/AIDS.

Resources Development Advisor, Crossroads
International

Senegal

Jul 2010 — Apr 2011

- Initiated a partnership with the Government of Senegal on the issue of women's rights and inheritance; partnership led to increased public awareness of women's socio-economic issues.
- Developed strong relationships with community organizations and women advocacy groups to influence national gender-based economic policies.
- Identified long-term funding opportunities and secured financing for key projects.

EDUCATION

Master of Public Health, Yale University

New Haven, CT

May 2013

Specialization in Health Policy & Global Health

Bachelor of Arts, University of Chicago

Chicago, IL

Aug 2008