



Anne Easter

Director, Center for Patient Advocacy Leaders (CPALs)

Anne Easter has spent over 30 years in the healthcare industry, working in patient advocacy, alliance development, professional/pharmacy affairs, communications, operations and government affairs. Twenty-five of those years were spent in roles of increasing responsibility at GlaxoSmithKline (GSK). She started at GSK as a “temp” during summer breaks, was hired right out of college into an entry level role in State Government Affairs and ended her time at the company as Director of Advocacy & Alliance Development, within Government Relations.

In 2002, Anne was part of a small team from GSK’s Advocacy team that launched the Patient Advocacy Leaders Summit (PALS), an initiative designed to bring diverse patient advocacy leaders together, to improve their advocacy capacity, identify ways to collaborate and unify their voices around common health policy and advocacy issues. PALS grew from one national meeting to a multi-faceted program that reached thousands of leaders throughout the US and across the globe. Anne managed PALS (and the growth of PALS) for GSK from 2002-2016.

In 2016, PALS became independent of GSK, and GSK authorized The AIDS Institute (a member of the PALS Advisory Board) exclusive rights to PALS. Anne transitioned as well and continues to lead the program. PALS remained largely the same, with a focus across therapeutic areas and populations, but was better positioned to serve the advocacy community as part of a non-profit organization. The Center for Patient Advocacy Leaders (CPALs) was established in 2019 to allow for growth, and a better structure for the full complement of programs and services now offered.

Anne, a native of Michigan, attended high school and college in North Carolina, and graduated from the University of North Carolina School of Journalism and Mass Communication. She lives in Cary, NC with her husband Jon, sons Charlie (18) and Ben (15) and their “pandemic puppy” Simba. Anne’s husband, also a GSK alum, is a Professor of the Practice at the UNC Eshelman School of Pharmacy in Chapel Hill, NC.