

Speaker bios

Mitchell Zeller

Mitch Zeller, J.D., became director of the FDA's Center for Tobacco Products in March 2013. The mission of CTP --established by enactment of the 2009 Family Smoking Prevention and Tobacco Control Act -- is "to make tobacco-related death and disease part of America's past, not America's future, and, by doing so, ensure a healthier life for every American family."

"Today, FDA has an unprecedented opportunity to use the new tools in the Tobacco Control Act," Zeller said. "Product regulation is a powerful component of a comprehensive strategy to reduce the death and disease from tobacco use. We will marshal the science to support new policies to help combat the leading cause of preventable disease and death in the United States," he added.

Zeller, a graduate of Dartmouth College and the American University Washington College of Law, has been working on FDA issues for more than 30 years. He began his career as a public interest attorney in 1982 at the Center for Science in the Public Interest (CSPI). In 1988, Zeller left CSPI to become counsel to the Human Resources and Intergovernmental Relations Subcommittee of the House of Representatives Government Operations Committee where he conducted oversight of enforcement of federal health and safety laws.

In 1993 Zeller joined the staff of then-FDA Commissioner Dr. David Kessler, M.D. What began as a two-week assignment by Kessler to examine the practices of the tobacco industry led to his serving as associate commissioner and director of FDA's first Office of Tobacco Programs. Instrumental in crafting's the agency's 1996 tobacco regulations, Zeller also represented FDA before Congress, federal and state agencies. Zeller also served as an official U.S. delegate to the World Health Organization (WHO) Working Group for the Framework Convention on Tobacco Control.

In 2000, Zeller left FDA to continue his work for tobacco control as executive vice president of the American Legacy Foundation. His responsibilities there included marketing, communications, strategic partnerships, and, in 2002, creating the foundation's first Office of Policy and Government Relations. That year, Zeller joined Pinney Associates where, as senior vice president, he provided strategic planning and communications advice on domestic and global public health policy issues involving the treatment of tobacco dependence and the regulation of tobacco products and pharmaceuticals.

Zeller, who is also a professorial lecturer at American University School of Law, lives with his family in Montgomery County, Maryland.

Jeanne Finberg

Jeanne Finberg is a Deputy Attorney General in the Tobacco Litigation and Enforcement Section of the California Attorney General's Office. She has more than twenty years of experience with public health advocacy and litigation. At the Attorney General's office she enforces the public health provisions of the Master Settlement Agreement as well as other laws relating to tobacco. Currently she is actively monitoring and investigating the marketing and sales of tobacco products as well as electronic cigarettes.

Maggie Mahoney

Maggie Mahoney is a staff attorney with the Public Health Law Center. She serves as deputy director of the Tobacco Control Legal Consortium, a network of legal centers supporting tobacco control policy change throughout the United States. Maggie coordinates the Consortium's provision of legal technical assistance, and personally provides direct, legal technical assistance on tobacco control policy issues to public health professionals and organizations, legal professionals, and advocates throughout the United States. She oversees preparation of friend-of-the court (*amicus curiae*) briefs in key cases; provides and coordinates litigation support to city and county attorneys, state attorneys general and legal counsel representing advocacy organizations and individual citizens; assists with development of educational materials; and provides educational and training presentations at state, regional and national conferences.