

DEANNA MCLEOD

[LinkedIn](#)

EDUCATION

HB.sc McMaster University, Department of Psychology, Neuroscience & Behaviour (PNB) 1991
Immunology and Cognitive Psychology

SKILLS

Strategic Visionary
Medical Peer-Review Publications Expert
Evidence-Based Data Analysis Expert
COVID Data Analysis Expert

Pharmaceutical Industry | Business Strategy | Marketing | Sales | Clinical Development | Strategy |
Oncology | Hematology | Translational Medicine | Immunotherapy | Infectious Diseases |
Review Development | Systematic Reviews | Medical Writing | Editing | Publications |

EXPERIENCE

- Principal, Lead Strategist** | [Kaleidoscope Strategic Inc.](#) 2019-Present
- Set a clear vision focused expanding the number of high-impact publications to 50 by 2025
 - Spearhead business development and strategically grow network of academic and industry collaborators
 - Direct overall operations while maintaining vision, culture, and standards.
 - Lead team of medical writers, researchers, designers, and admin staff to produce scientifically rigorous high-impact publications
- Founder, Evidence-Based Analyst** | [Covid Sense](#) 2021-Present
- Launch COVID Sense to equip the general public with the skills required to understand COVID evidence in everyday language
 - Cultivate COVID firm expertise investing more than 3,500 research hours
 - Develop media and social media strategy to circumvent media censorship
- Principal, Director of Publications** | [Kaleidoscope Strategic Inc.](#) 2008-Present
- Direct overall operations: maintain vision and culture
 - Identify trends in cancer research and launch strategic projects to advance care
 - Refine review development systems to better engage experts and effectively leverage expertise
 - Facilitate and guide development of quality manuscripts; develop submission strategies for optimum publication success
 - Lead team of medical writers, researchers, designers, technical and administrative staff

Managing Editor | [Kaleidoscope Strategic Inc.](#) 2005-2008

- Hire team of qualified medical scientists and clinicians with expertise in the biomedical sciences and oncology
- Spearhead business development including managing account and sponsor relationships
- Review and edit manuscripts and content developed by staff medical writers
- Ensure adherence to ICJME and journal-specific requirements for manuscript preparation
- Ensure timely progress of content development, revision, and finalization of manuscript drafts

Medical Writer | [Kaleidoscope Strategic Inc.](#) 2000-2005

- Develop content for peer-reviewed clinical reports, clinical consensus statements and clinical symposium reports
- Revise manuscripts based on feedback from clinical experts

Oncologist Specialist Representative | Rhone-Poulenc Rorer 1997-2000

- Cultivate expertise in solid and hematological tumors
- Develop national network of clinical experts
- Expand clinical expertise by investing 200 hours in clinical preceptorships

Oncology Sales Representative | Pharmacia 1994-1997

- Undergo advanced communication and sales training
- Place among top Oncology sales representatives

Clinical Research and Marketing Associate | Bristol-Myers Squibb 1993-1994

- Design, launch and coordinate a national post marketing clinical trial
- Assist marketing and sales in the promotion of the cardiac portfolio

PROFESSIONAL AFFILIATIONS

Chair of the Strategic Advisory Committee | [The Canadian COVID Care Alliance](#) | 2021-2023

- Critically review COVID science and policy and launch strategic initiatives to dismantle the COVID narrative
- Launch a series of campaigns to shed light on the harms of COVID policy

PRESENTATIONS AND INVITED INTERVIEWS

- [COVID vaccine trials - "More Harm than Good"](#)
 - [Dispelling the Myth of "A Pandemic of the Unvaccinated"](#)
 - [Pediatric COVID vaccines trials - "Stop the Shots in Kids"](#)
 - [COVID Boosters - Five Fatal Study Flaws](#)
 - [Vaccine Induced Cardiovascular Harm](#)
 - [Vaccine Related Conflict of Interest](#)
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PUBLISHED ARTICLES

- [Hardie J and McLeod D. RSV Vaccines and the Pharma Playbook. Submitted Brownstone Institute. 2023](#)
- [McLeod D, et al. Omicron Boosters. Submitted Canadian Covid Care Alliance.](#)
- [Payne E and McLeod D, Request to Halt COVID-19 Vaccinations of Children. Canadian Covid Care Alliance.](#)
- [McLeod D, Emergency Measures Act, Covid Sense.](#)
- [McLeod D, Truckers and Freedom, Covid Sense.](#)
- [McLeod D, Considering Canadian COVID-19 Vaccine Mandates, Canadian Covid Care Alliance.](#)
- [McLeod D, Risk of COVID-19 in Pregnancy Re-Visited: A Scientific Brief. Canadian Covid Care Alliance.](#)
- [McCullough PA, Bernstein I, Jovanovic S, et int, Stricker R. Lack of Compelling Safety data for mRNA COVID Vaccines in Pregnant Women. TrialSiteNews.](#)

PEER-REVIEWED PUBLICATIONS

Deanna has directed or authored the following publications

1. Wong JK, Lim HL, Tam VC, et int, Liu DM. Clinical consensus statement: Establishing the roles of locoregional and systemic therapies for the treatment of intermediate-stage hepatocellular carcinoma in Canada. *Cancer Treat Rev.* 2023
2. Tinker A, Dhani N, Ghatage P, et int, Altman A. A Rapidly Evolving Landscape: Immune Checkpoint Inhibitors in Pretreated Metastatic Endometrial Cancer. *Ther Adv Med Oncol.* 2023
3. Fleshner NE, Alibhai S, Connelly K, et int, Aprikian A. Evaluating Adherence to Oral Hormonal Therapy in Advanced Prostate Cancer: A Scoping Review. *Ther Adv Med Oncol.* 2023
4. Lalani AK, Heng D, Basappa N, et int, Kollmannsberger C. Evolving landscape of first-line combination therapy in advanced renal cancer: a systematic review. *Ther Adv Med Oncol.* 2022; 14: 1–17
5. McLeod D, Martins I, McCullough PA, et int. Pelech S. Risk of COVID-19 in Pregnancy Re-Visited: A Scientific Brief. *Submitted Vaccines.* 2022
6. McLeod D, Martins I, Pelech S, Beck C, Shaw CA. Dispelling the Myth of a Pandemic of the Unvaccinated. Submitted to *International Journal of Vaccine Theory, Practice, and Research.* Apr 2022.
7. Karrow NA, Shandilya UK, Pelech S, et int, Mallard BA. Maternal COVID-19 Vaccination and Its Potential Impact on Fetal and Neonatal Development. *Vaccines (Basel).* 2021 Nov 18;9(11):1351
8. Lavoie JM, Sridhar SS, Ong M, et int, Eigl BJ. The Rapidly Evolving Landscape of First-Line Targeted Therapy in Metastatic Urothelial Cancer: A Systematic Review. *Oncologist.* 2021. Aug;26(8):e1381-e1394.
9. Melosky B, Cheema P, Juergens RA, et int, Chu Q. The Dawn of a New Era, Adjuvant EGFR inhibition in Resected Non-Small Cell Lung Cancer. *Ther. Adv. Med. Oncol.* 2021; 13: 1-15

10. Simmons C, Rayson D, Joy A, et int, Brezden-Masley C. Current and Future Landscape of Targeted Therapy in HER2-positive Advanced Breast Cancer: Redrawing the Lines. *Ther. Adv. Med. Oncol.* 2022; 14: 1-20
11. Simmons C, Deyell R, MacNeill A, et int, Noujaim J. Canadian Consensus on TRK-Inhibitor Therapy for NTRK Fusion-positive Sarcoma. *Int J Cancer* 2021; DOI 10.1002/ijc.33723 Online ahead of print
12. Melosky B, Wheatley-Price P, Juergens R, et int, Chu Q. The Rapidly Evolving Landscape of Novel Targeted Therapies in Advanced Non-Small Cell Lung Cancer. *Lung Cancer.* 2021 Oct; 160:136-151
13. Lavoie JM, Srikala S, Ong M, et int, Eigl B. The Rapidly Evolving Landscape of First-Line Targeted Therapy in Metastatic Urothelial Cancer: A Systematic Review. *Oncologist* 2021; 26:e1381-e1394
14. Simmons C, Brezden-Masley C, McCarthy J, et int, Joy A. Positive progress: current and evolving role of immune checkpoint inhibitors in metastatic triple-negative breast cancer. *TAMO* 2020; 12:1-15
15. Singh S, Bergsland E, Card C, et int, Segelov E. Commonwealth Neuroendocrine Tumour Research Collaboration and the North American Neuroendocrine Tumor Society Guidelines for the Diagnosis and Management of Patients With Lung Neuroendocrine Tumors: An International Collaborative Endorsement and Update of the 2015 European Neuroendocrine Tumor Society Expert Consensus Guidelines. *JTO* 2020; 15:1577-1598
16. Lim H, Ramjeesingh R, Liu D, et int, Meyers B. Optimizing Survival by Changing the Landscape of Targeted Therapy for Intermediate and Advanced Hepatocellular Carcinoma: A Systematic Review. *J Natl Cancer Inst.* 2020; 113:123-136
17. Melosky B, Cheema PK, Brade A, et int, Chu Q. Prolonging Survival: The Role of Immune Checkpoint Inhibitors in the Treatment of Extensive-Stage Small Cell Lung Cancer. *Oncologist* 2020; 25:1-12
18. Saad F, Fleshner N, Pickles T, et int, Klotz L. Testosterone Breakthrough Rates during Androgen Deprivation Therapy for Castration Sensitive Prostate Cancer. *J Urol* 2020; 204:416-426
19. Melosky B, Juergens RA, McLeod D, et int, Chu Q. Immune checkpoint-inhibitors and chemoradiation in stage III unresectable non-small cell lung cancer. *Lung Cancer* 2019; 134:259-267
20. Melosky B, Juergens RA, Hirsh V, et int, Chu Q. Amplifying outcomes - Checkpoint-Inhibitor Combinations in First-Line Non-Small Cell Lung Cancer. *Oncologist* 2019; 25:64-77
21. Niazi T, Nabid A, Bettahar R, et int, Mohiuddin MD. Hypofractionated, dose escalation radiotherapy for high-risk prostate cancer: safety analysis of the Prostate Cancer Study-5 (PCS-5), a GROUQ led phase 3 trial. *J Clin Oncol* 2019; 14(2):50-60
22. Malone S, Shayegan B, Basappa NS, et int, Gotto G. Management algorithms for metastatic prostate cancer. *Can Urol Assoc J* 2019; 14:50-60
23. Danielson B, Saad F, So A, Morgan S, et int, Shayegan B. Management algorithms for prostate-specific antigen progression in prostate cancer: Biochemical recurrence after definitive therapy and progression to non-metastatic castrate-resistant prostate cancer. *Can Urol Assoc J* 2019; 13:420-426

24. Cheema PK, Thawer A, Leake J, Cheng SY, et int, Charles Victor J. Multi-disciplinary proactive follow-up algorithm for patients with advanced NSCLC receiving afatinib. *Support Care Cancer*. 2019; 27:1029-1039.
25. Young K, da Cunha Santos G, Card P, Leighl N. The role of cytology in molecular testing and personalized medicine in lung cancer: A clinical perspective. *Cancer Cytopathology* 2019; 127:72-78.
26. Carrier M, Altman AD, Blais N, Diamantouros A, et int, Schwenter F. Extended thromboprophylaxis with low-molecular weight heparin (LMWH) following abdominopelvic cancer surgery. *Am J Surg* 2018 Dec 16. pii: S0002-9610(18)31377-1.
27. Melosky B, Cheema P, Agulnik J, Albadine R, et int, Liu G. Canadian perspectives: update on inhibition of ALK-positive tumours in advanced non-small-cell lung cancer. *Curr Oncol* 2018; 25:317-328.
28. Melosky B, Chu Q, Juergens RA, Leighl N, et int, Hirsh V. Breaking the biomarker code: PD-L1 expression and checkpoint inhibition in advanced NSCLC. *Cancer Treat Rev* 2018; 65:65-77.
29. Klotz L, Shayegan B, Guillemette C, Collins LL, et int, Saad F. Testosterone suppression in the treatment of recurrent or metastatic prostate cancer – A Canadian consensus statement. *Can Urol Assoc J* 2018; 12:30-37.
30. Juergens RA, Bratman SV, Tsao MS, Laurie SA, et int, Hansen AR. Biology and patterns of response to EGFR-inhibition in squamous cell cancers of the lung and head & neck. *Cancer Treat Rev* 2017; 54:43-57.
31. Klotz L, Breau RH, Collins LL, Gleave ME, et int, Saad F. Maximal testosterone suppression in the management of recurrent and metastatic prostate cancer. *Can Urol Assoc J* 2017; 11:16-23.
32. Pritchard KI, Chia SK, Simmons C, McLeod D, et int, Rayson D. Enhancing Endocrine Therapy Combination Strategies for the Treatment of Postmenopausal HR+/HER2- Advanced Breast Cancer. *Oncologist* 2017; 22:12-24.
33. Singh S, Asa SL, Dey C, Kennecke H, et int, Rayson D. Diagnosis and management of gastrointestinal neuroendocrine tumors: An evidence-based Canadian consensus. *Cancer Treat Rev* 2016; 47:32-45.
34. Melosky B, Chu Q, Juergens R, Leighl N, et int, Hirsh V. Pointed Progress in Second-Line Advanced Non-Small-Cell Lung Cancer: The Rapidly Evolving Field of Checkpoint Inhibition. *J Clin Oncol* 2016; 34:1676-88.
35. Kapoor A, Girard L, Lattouf JB, Pei Y, et int, So A. Evolving Strategies in the Treatment of Tuberous Sclerosis Complex-associated Angiomyolipomas (TSC-AML). *Urology* 2016; 89:19-26.
36. Torres S, Simmons C, Boileau J-F, McLeod D, et int, Trudeau M. Patterns in target-directed breast cancer research. *Springerplus* 2016; 5:109
37. Gill S, Dowden S, Colwell B, Collins LL, Berry S. Navigating later lines of treatment for advanced colorectal cancer – Optimizing targeted biological therapies to improve outcomes. *Cancer Treat Rev* 2014; 40:1171-1181.
38. Verma S, Joy A, Rayson D, McLeod D, et int, Gelmon K. HER Story – the next chapter in HER-2-directed therapy for advanced breast cancer. *Oncologist* 2013; 18:1153-1166.
39. Au HJ, Eiermann W, Robert NJ, Pienkowski T, et int, Slamon DJ. Health-related quality of life with adjuvant docetaxel- and trastuzumab-based regimens in patients with node-positive and

high-risk node-negative, HER2-positive early breast cancer: results from the BCIRG 006 Study. *Oncologist* 2013; 18:812-818.

40. Pritchard KI, Gelmon KA, Rayson D, Provencher L, et al, Verma S. Endocrine therapy for postmenopausal women with hormone receptor-positive her2-negative advanced breast cancer after progression or recurrence on nonsteroidal aromatase inhibitor therapy: a Canadian consensus statement. *Curr Oncol* 2013; 20:48-61.
41. Gelmon K, Dent R, Mackey JR, Laing K, et al, Verma S. Targeting triple-negative breast cancer: optimising therapeutic outcomes. *Ann Oncol* 2012; 23:2223-2234.
42. Mackey JR, Kerbel RS, Gelmon KA, McLeod D, et al, Pritchard KI. Controlling angiogenesis in breast cancer: a systematic review of anti-angiogenic trials. *Cancer Treat Rev* 2012; 38:673-688.
43. Verma S, McLeod D, Batist G, Robidoux A, et al, Mackey JR. In the end what matters most? A review of clinical endpoints in advanced breast cancer. *Oncologist* 2011; 16:25-35.
44. Valero V, Forbes J, Pegram MD, Pienkowski T, et al, Slamon DJ. Multicenter phase III randomized trial comparing docetaxel and trastuzumab with docetaxel, carboplatin, and trastuzumab as first-line chemotherapy for patients with HER2-gene-amplified metastatic breast cancer (BCIRG 007 study): two highly active therapeutic regimens. *J Clin Oncol* 2011; 29:149-156.
45. Verma S, Provencher L, Dent R. Emerging trends in the treatment of triple-negative breast cancer in Canada: a survey. *Curr Oncol* 2011; 18:180-190.
46. Humphreys EH, Smith NA, Azman H, McLeod D, Rutherford GW. Prevention of diarrhoea in children with HIV infection or exposure to maternal HIV infection. *Cochrane Database of Syst Rev*. 2010 Jun;(6):CD008563.
47. Mackey J, McLeod D, Ragaz J, Gelmon K, et al, Charbonneau LF. Adjuvant targeted therapy in early breast cancer. *Cancer* 2009; 115:1154-1168.
48. Saad F, Adachi JD, Brown JP, et al. Cancer treatment-induced bone loss in breast and prostate cancer. *J Clin Oncol* 2008; 26:5465-5476.