



2025 SCF Partner Summit

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Speaker Bios



Whitney Bowe, MD, is one of the most in-demand dermatologists in the country. She is credited as the dermatologist who ignited the viral #SkinCycling phenomenon, inspiring over 3.5 billion people across the globe. In addition to being the founding member of the Dermstore Medical Advisory Board, Dr. Bowe is frequently called upon to share her knowledge on *Good Morning America*, *The New York Times*, *The Wall Street Journal* and *Vogue*. She completed her undergraduate studies at Yale and then earned a full tuition, merit-based scholarship to the University of Pennsylvania School of Medicine. Dr. Bowe has served as the medical director of integrative dermatology, aesthetics & wellness at Advanced Dermatology, P.C. and has published over 40 scientific articles and book chapters, traveled internationally as an expert injector and has been an advisor for science-backed global skin care and medical device companies. In addition to earning a Presidential Citation from the American Academy of Dermatology, Dr. Bowe has been consistently recognized by Castle Connolly as a Top Doctor since 2017 and as an Exceptional Woman in Medicine since 2019.

For the past eight years, Dr. Bowe's practice has been fully booked and capped. Known for her signature radiant aesthetic called #thatboweglow, she is trusted by celebrities, models and TV personalities to optimize their skin health. Beyond her practice, Dr. Bowe is specifically known for her expertise in strategic, high-impact skin care and product formulation as CEO and founder of Dr. Whitney Bowe Beauty. She regularly shares her insight and knowledge with her social media community of more than 1.3 million followers. @drwhitneybowe



Ian Michael Crumm is a celebrity esthetician, skin-care expert and cohost of the educational beauty podcast BeautyCurious. He is best known for his signature facial protocol, which features a revitalizing massage technique that has attracted a star-studded clientele of movie producers to country music artists. With a special interest in sun safety and skin cancer awareness, Crumm aims to use his platform to advance skin cancer education. He is a committee member for The Skin Cancer Foundation Champions for Change Gala.



Meg Gomsak has over 15 years of experience transforming consumer experiences across diverse retail landscapes and is a recognized leader in driving innovative, omnichannel strategies. From managing high-volume H&M retail stores in the heart of New York City to bridging the online and offline divide at Origins within the Estée Lauder Companies, she has consistently focused on creating seamless brand experiences wherever consumers choose to shop. Her expertise spans business development, pioneering new store formats and experiences, as well as transformational partnerships — first at CVS and now at L'Oréal, where she serves as director, integrated health within the L'Oréal Dermatological Beauty division. In this role, Meg sits at the intersection of the commercial and medical teams, bringing the expertise from both sides together to deliver compelling experiences for both retailers and key opinion leaders within the dermatology field, including initiatives such as the Dermatology & Retail Alliance. This alliance is a groundbreaking partnership of 12 leading retailers and 15 dermatologists, now in its fifth year. This alliance strives to expand access to skin health care and to simplify the shelf for consumers, leading with derm expertise. Meg lives outside of Boston with her husband and two children.



Becky Kamowitz is the executive director of The Skin Cancer Foundation. 20 years ago, thanks to a college internship that wasn't even her first choice, Becky discovered her passion for finding creative ways to communicate messages that help people lead healthier lives. After several years at a boutique PR agency, she joined The Skin Cancer Foundation in 2010 before moving to DKMS, an international bone marrow donor center, where she focused on donor education and retention programming. She rejoined the Foundation in 2016. In her former role as senior director of marketing communications, Becky developed and delivered campaigns that empower people to take a proactive approach to daily sun protection and the early detection and treatment of skin cancer. Under her direction, the Foundation rebranded and expanded its national screening program, Destination Healthy Skin, developed a new public service campaign, The Big See, launched a patient resource program, Robins Nest, and redesigned SkinCancer.org. She also oversees the Foundation's advocacy and government affairs efforts.

In 2024, Becky became the executive director of The Skin Cancer Foundation, leading a staff of 15. In her tenure so far, Becky has enjoyed connecting on a new level with physician members, skin cancer patients, donors and corporate partners, as she shares her ideas for the future of the Foundation. She hopes to foster an office environment where the Foundation's modest, motivated staff can thrive as they deliver programs and content that help save and improve the lives of millions.

Becky has a bachelor's degree in public relations and political science from Hofstra University. Originally from Hartford, Connecticut, Becky lives in Brooklyn with her husband and daughter.



Mary Leonard leads the strategic management and oversight of the Health In Hand Foundation, a 501(c)3 organization dedicated to promoting the safe and responsible use of consumer health-care products. Leonard spearheads the Foundation's award-winning consumer education program management, partnership development, donor engagement and fundraising, strategic planning and serving as the Foundation spokesperson. She serves on CHPA's senior management team and reports to the Health In Hand Foundation Board of Directors.

Prior to transitioning to executive director, Leonard joined the Foundation team in June 2017 as director, rising to managing director and vice president over a span of six years. Prior to working for the Foundation, Leonard led the development and implementation of CHPA's association integrated marketing communications programs and initiatives for six years. In this role, she provided strategic direction to the association's overall brand strategy through print, digital and new media platforms, elevating awareness about CHPA's programs and strengthening relationships with external audiences. Before joining CHPA, Leonard led the marketing programs for Associated Builders and Contractors and the Healthcare Distribution Alliance, both trade associations in the D.C. Metro area.

Leonard lives in Arlington, Virginia, with her husband, Joe, and her sons, Owen and Henry. She is a member of the National Poison Prevention Week Council, the NCL Health Advisory Council and the American Society of Association Executives.



Alisha Merlo has dedicated over 25 years of her professional life to the medical aesthetic space. Her true passion lies in helping clinics deliver next-level patient experiences, optimize operational efficiencies and boost treatment and product sales. Working for leading organizations such as Obagi Medical Products and Medicis Aesthetics, where she spent 10 years of her career, she has been an award-winning sales professional and well-respected practice consultant.

Alisha is often asked to share her expertise on podium at medical conferences, is a frequent podcast guest and has been published in the *Lasers in Surgery and Medicine* peer-reviewed journal. Alisha has been a contributing author in publications such as *MedEsthetics*, *Modern Aesthetics*, *The Dermatologist*, *Executive Decisions in Dermatology*, *Plastic Surgery Practice* and *Ask Us Beauty Magazine*. She has been featured in *SDVoyager* and *CanvasRebel*.

Alisha is currently the executive director of professional relations for Colorescience®, where she contributes to clinical studies, business development, training, key opinion leaders and society relationships, sales and marketing. She considers her role the perfect blend of her experience and what fills her professional tank.

Alisha has a heart for community service, and this passion has led her to contribute her time and talents to efforts to end human trafficking and support survivors. She is chair of the North County San Diego Stop Traffic Walk and associate director for the Coastline Dream Center Human Trafficking Prevention and Restoration program and a founding task force member for the American Society for Laser Medicine & Surgery (ASLMS) New Beginnings Branding Tattoo Removal Program.



Alisha and her husband call beautiful San Diego home. She thrives on being outside and enjoys time at the beach, hiking or taking walks with her two grandchildren (with the best SPF protection, of course).



Ariel Ostad, MD, has been a trusted and leading world-class surgeon in his field for over 26 years. He is triple board-certified in facial cosmetic surgery, Mohs micrographic skin cancer reconstructive surgery and cosmetic dermatology. He is known for his expertise in cosmetic skin rejuvenation, lasers, body contouring, skin cancer surgery and facial reconstruction. Founder of a boutique aesthetics practice located on the Upper East Side of New York City, Dr. Ostad is distinguished by his artistry, “less is more” philosophy, facial anatomy expertise, advanced techniques, refined results and impeccable approach to personalized care. He is passionate about wellness, antiaging, mindset and empowering his patients to look as good as they feel. Driven by his passion to create highly effective skin-care solutions, Dr. Ostad embarked on a mission to develop his own medical-grade skin-care line. This line contains a variety of products that are highly concentrated with active ingredients to provide outstanding results for patients. Dr. Ostad yields international notoriety for his skill in Mohs micrographic surgery for skin cancer and facial reconstructive surgery. He has coauthored a textbook entitled *Practical Management of Skin Cancer*, and he is a contributing associate editor for *Journal of Drugs in Dermatology*. Dr. Ostad received extensive medical training from NYU, Harvard, UCLA and is a fellow of American Academy of Cosmetic Surgery, American Society for Dermatologic Surgery, American Society for Laser Medicine and Surgery and is a member of the Amonette Circle of The Skin Cancer Foundation. Dr. Ostad is an associate clinical professor at NYU Grossman School of Medicine, where he teaches surgery to young doctors in training. He has received The President’s Volunteer Service Award from President Barack Obama in 2012.



Deborah S. Sarnoff, MD, is a board-certified dermatologist and director of dermatology at COSMETIQUE Dermatology, Laser & Plastic Surgery, LLP (with offices on Park Avenue in Manhattan and on Long Island’s Gold Coast). She specializes in cosmetic dermatology, dermatologic and laser surgery and Mohs micrographic surgery for the treatment of skin cancer. Dr. Sarnoff became president of The Skin Cancer Foundation in January 2017. She was previously a senior vice president.

Dr. Sarnoff graduated summa cum laude from Cornell University, where she was elected to Phi Beta Kappa. She received her medical degree, with distinction, from the George Washington University Medical School, where she was elected to the Alpha Omega Alpha Medical Honor Society. She completed her residency and fellowship at NYU School of Medicine, where she now serves as clinical professor of dermatology. She is a Diplomate of the American Board of Dermatology and a Fellow of the American Academy of Dermatology, American College of Mohs Surgery, the American Society for Dermatologic Surgery and the American Society for Laser Medicine & Surgery.

Dr. Sarnoff is a clinical professor in the Ronald O. Perelman Department of Dermatology at NYU Grossman School of Medicine. She is immediate past president of the New York State Society of Dermatology and Dermatologic Surgery and is past president of the International Society for Dermatologic Surgery and the Long Island Dermatological Society. She is also editor in chief of the *Journal of Drugs in Dermatology*. She



has published numerous articles in peer-reviewed publications and textbooks and frequently lectures at national and international meetings in all aspects of dermatology.

As one of the preeminent dermatologists in the world, Dr. Sarnoff has been featured in publications including *The New York Times*, *The Wall Street Journal*, *USA Today*, *The Oprah Magazine*, *Vogue*, *Glamour* and *Allure*. She has also appeared on *The View*, *TODAY*, *Good Morning America*, *20/20*, *Dateline*, *Nightline*, *CBS News*, *NBC News*, *Dr. Oz*, *The Doctors*, *E!* and was named a “life saver” on *Extra*.

Dr. Sarnoff is the coauthor of the best-selling books *Beauty and the Beam: Your Complete Guide to Cosmetic Laser Surgery* and *Instant Beauty: Getting Gorgeous on Your Lunch Break* (St. Martin's Press). She was named one of the Best Doctors in New York by *New York* magazine; one of New York's Super Doctors by *The New York Times*; and a Top Doctor in America as well as the New York metropolitan area by Castle Connolly Medical Ltd.



Tyler Steele was recently promoted from vice president of medical relations, La Roche-Posay to an expanded role, encompassing not just La Roche-Posay but CeraVe and Vichy as well. His contributions over the past 11 years have been essential to La Roche-Posay's remarkable growth as the fastest-growing skin-care brand in the U.S. He's significantly boosted brand awareness and recommendation among dermatologists and other health-care providers through numerous publications, webinars, podcasts, speaker programs and key partnerships with dermatology societies like the ASDS and WDS. His impact was recently recognized with the WDS Industry Champion Award at the society's annual meeting in Orlando. Beyond this, Tyler's leadership of the La Roche-Posay Research Grants and his unwavering commitment to skin health missions, especially supporting underrepresented groups within medicine, have been truly inspiring. His dedication, both within and outside L'Oréal, has made a profound impact on health-care professionals, their patients and the broader community. His efforts have been invaluable, reflecting a genuine commitment to improving lives.



Steven Q. Wang, MD, currently serves as the chief of dermatology and the director of dermatologic oncology at the Hoag Family Cancer Institute, and chief of dermatologic oncology & dermatologic surgery at Hoag Memorial Hospital Presbyterian Hospital in Newport Beach, California. Prior to joining Hoag, he served for 16 years as the head of dermatology section and director of dermatologic surgery and dermatology at Memorial Sloan Kettering Cancer Center in New Jersey. He was also an associate professor in the Department of Dermatology at Weill Medical College of Cornell University. He specializes in the diagnosis, treatment and prevention of skin cancers, especially melanoma. His research has been focused on melanoma detection, application of artificial intelligence and nanotechnologies. He has published more than 90 scientific papers and book chapters. He has authored five books. Dr. Wang has lectured extensively in the U.S. and around the world. He is cofounder of the Nanodermatology Society and serves as president of the Photodermatology Society and chair of the Photobiology Committee of The Skin Cancer Foundation.