



## Speaker Biographies

### **Gina Ross Murdoch, President & CEO, Multiple Sclerosis Association of America**

Gina Ross Murdoch is a seasoned executive with over 20 years of non-profit experience. Currently, she serves as President and CEO of the Multiple Sclerosis Association of America (MSAA), a national nonprofit organization dedicated to improving lives today for the MS community through education, direct impact and empowerment. Her career includes leadership positions with the Leukemia and Lymphoma Society, the American Diabetes Association and the National Multiple Sclerosis Society leading explosive growth initiatives and ground-breaking strategic projects. Ms. Murdoch currently also serves as Treasurer of the Multiple Sclerosis Coalition (MSC), a group of nine separate organizations dedicated to supporting the MS community. She spearheaded the first ever national patient program, the *MS Summit*, engaging all nine MSC member organizations into a single initiative. Ms. Murdoch is a Member of the Greater Philadelphia Business Coalition on Health and speaks across the country on critical healthcare topics such as co-pay accumulators, employment issues surrounding living with a chronic disease and the unique journey of the MS patient.

An active member of the community, Ms. Murdoch has held several elected positions in her town and volunteers for her college alma mater, Drew University, as a student mentor.

### **Katie Shinholster, Vice President of Fund Development, JEVS Human Services**

Katie Shinholster is the Vice President of Fund Development of JEVS Human Services. In this role, Katie oversees all fundraising strategies and fund development efforts. Katie leads all aspects of individual and corporate development as well as volunteer activities. In her role as Board Liaison, she works with Board leadership on all Governance activities. Katie has over 20 years of experience in various aspects of development.

Katie is highly skilled in relationship building, corporate sponsorship, governance, and major gifts fundraising. She holds her master's degree in social work from Bryn Mawr College and her undergraduate degree in human services from Boston College. Katie lives in Woolwich TWP, NJ with her husband and two teenage sons.

### **Nicholas Yodock, Esq., Associate, Archer & Greiner P.C.**

Nicholas represents clients in a variety of transactional and corporate matters in the areas of entertainment and media, intellectual property, cannabis, and technology. Nicholas provides general corporate representation and day-to-day business advice to a broad array of companies, addressing issues that include, among others, business organization, corporate governance, mergers and acquisitions, investments, licensing and regulatory compliance, copyright and trademark registration and licensing, commercial contracts, and film, television, and live music production legal services.

Prior to joining Archer, Nicholas was the principal attorney and owner of YEL – Yodock Entertainment Law, a boutique law firm for emerging artists in music and visual arts and small businesses in a variety of industries. Previously, he was with a Southern California law firm focused on transactional and litigation matters.

For over 10 years, Nicholas served as an Infantry Officer and advanced to the rank of Captain in the United States Army National Guard.