

Raffaella Lo Castro

Head of Communications and Investor Relations, L.E.A.F. Pharmaceuticals



Raffaella Lo Castro has over ten years of combined expertise in strategic communications, consumer-focused public relations, media relations, influencer engagement, project management and new business development.

Raffaella has worked for public relations and marketing firms in Wilmington Delaware, and worked in the new business development unit at Dupont® before joining Dorland Global Health Communications in Philadelphia (now Tonic Life Communications). While there, Raffaella worked on Sanofi/Procter & Gamble's osteoporosis franchise, Actonel®, and managed integrated marketing communications and consumer education programs to increase patient advocacy and disease awareness.

Following this, Raffaella served as Account Supervisor at GCI Group (now GCI Health) in New York City where she implemented the product launch and national celebrity-led consumer education campaign for Merck's type 2 diabetes blockbuster drug, Januvia®. As Media Specialist, Raffaella also led media campaigns for a variety of GCI's pharmaceutical and consumer product accounts including Gardasil®, Lucentis®, Playtex® and Banana Boat®.

Most recently, Raffaella served as Program Director at The Julian Krinsky Group, forging close relationships with the University of Pennsylvania to spearhead operations and marketing of several pre-college summer programs through the schools of Medicine, Engineering, Law and Wharton's School of Business. Raffaella also built an exemplary rapport with many leading Philadelphia businesses to offer a competitive, pre-college internship program attracting over 100 foreign and domestic students each summer.

Originally from South Africa, Raffaella earned a Bachelor of Science Degree in Business Administration, with a concentration in Marketing Management, from Goldey-Beacom College in Wilmington, Delaware, U.S.A. while pursuing operatic vocal studies in New York City. Raffaella is actively involved in the arts community and performs at private and corporate events, and with a variety of groups including Opera Philadelphia and The Philadelphia Orchestra. Raffaella has also performed in solo recitals in Japan and Singapore, and has enjoyed returning to South Africa to perform throughout the region.

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