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Elizabeth Gardiner, CARISMA Team Leader, Options Consultancy Services

Elizabeth Gardiner is the Team Leader for CARISMA, a €6 million AIDS prevention program in the Caribbean, funded by KfW, CIDA and the Pan-Caribbean HIV/AIDS Program (PANCAP) and managed by Options Consultancy Services. Elizabeth has a background in social marketing, access to medicines and private sector service delivery specialising in family planning, HIV & AIDS, abortion and malaria. She has extensive experience in health product introduction, marketing and distribution globally. In the past 14 years, Elizabeth has managed and advised on social marketing programs in 36 countries, including some of the world's largest and smallest social marketing programs. Elizabeth managed PSI's social marketing programs in Russia and Uganda, speaks Russian and is a graduate of Harvard University and the London Business School. She can be reached on e.gardiner@options.co.uk.