

MEDIA KIT

Dr. Hadiyah-Nicole Green

Nationally Renowned Physicist, Cancer Researcher and
Founder of the Ora Lee Smith Cancer Research Foundation



***“We are on
the brink
of a cancer
revolution.”***



Hadiyah-Nicole Green, Ph.D.
Founder

**Ora Lee
Smith**

Cancer
Research
Foundation



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ABOUT **Dr. Hadiyah-Nicole GREEN**

Dr. Hadiyah-Nicole Green is a STEM pioneer, leader, humanitarian, and entrepreneur who is introducing the world to the next generation of cancer treatments, cancer charities, and affordable healthcare. With a Ph.D. in Physics from the University of Alabama at Birmingham, Dr. Green, a proud member of Delta Sigma Theta Sorority, Inc., and former Miss Alabama A&M University (2002-2003), is one of the first African-American women to earn a Ph.D. in Physics. With professional expertise in nanotechnology, laser technology, and immunotherapy, Dr. Green has received grants from the U.S. Department of Veterans Affairs totaling \$2.3 million, and is a research faculty member of Morehouse School of Medicine's Surgery Department.

By establishing the Ora Lee Smith Cancer Research Foundation, a 501(c)(3) non-profit, Dr. Green hopes to change the way cancer is treated by providing an effective, accessible, and affordable treatment with little to no side effects. With more than ten years of interdisciplinary research experience, Dr. Green has developed a cutting-edge cancer treatment utilizing lasers and nanotechnology that kills human cancer in mice in 15 days after a single 10-minute treatment with no observable side effects. Additionally, she has developed a 4-in-1 platform for early detection, imaging, targeting, and selective treatment of head and neck cancers. With indisputable research data, Dr. Green and her foundation are on a mission to raise funding for human clinical trials and demonstrate efficacy in a variety of cancer models, including skin, lung, prostate, breast, colorectal, brain, head and neck cancers; all with the vision to drastically reduce the current annual rate of 8.8 million worldwide deaths caused by cancer.

For her groundbreaking work, Dr. Green has received numerous honors including the USA Today 100 Women of the Century, Forbes 50 Champions, Business Insider Top 30 Under 40 in Healthcare, BET Breast Cancer Awareness Award, and the Trailblazer of the Year Award by the 100 Black Men of America, Inc. The Root and Ebony magazines named Dr. Green as one of the "100 Most Influential African Americans" in the United States.



*One of the first
African-American
women to earn a
Ph.D. in Physics*



DR. HADIYAH-NICOLE GREEN

Founder of the Ora Lee Smith
Cancer Research Foundation

BACKSTORY

Approximately **14.1 million** new people are diagnosed with cancer each year, and **8.8 million** people worldwide die from it. **This war on cancer is not about statistics: it's personal for me.**

At 22 years old, I became the primary caregiver to my aunt and uncle, Ora Lee Smith and General Lee Smith, who were the only parents I knew. She told me she would rather die than experience the side effects of chemotherapy and radiation. He went to the brink of death, experiencing 150-pound weight loss, long-term diarrhea, and skin disfigurement. I witnessed the horrors of both cancer and cancer treatments, and I knew there had to be a better way.

In memory of my loved ones, I developed a cancer treatment with no observable side effects and founded a nonprofit foundation to keep that treatment affordable and accessible for all. What continues to motivate me are the cries for help when someone receives a terrifying diagnosis or when they're told "there is nothing else we can do." With the technology I developed, there is something we can do—and with funding, we can conduct human trials and save lives.



HIGHLIGHTS ABOUT

DR. HADIYAH-NICOLE GREEN



One of the first
African American
women to earn a
Ph.D. in Physics

\$2.3 million
in grants to develop
cancer therapies,
Dept. of Veterans
Affairs

Professor,
Morehouse
School of
Medicine
Dept. of Surgery

Top
Secret Security
Clearance for
Dept. of Defense

One of 100 most
influential African
Americans in the US
by *EBONY* Magazine
and *The Root*

Top 30 Under
40 in Health Care
by *Business Insider*

Inventor of patent-pending
**Laser-Activated NanoTherapy
(LANT) that completely eliminates
human tumors in mice in 15 days
after a single treatment**

Research
Scientist,
Department of
Veterans Affairs

**10-minute
treatment,
without any
observable
side effects**

Founder/CEO,
Ora Lee Smith
Cancer Research
Foundation

FEATURED IN:

The New York Times

Forbes
ESSENCE

BET★ H
HISTORY

NEWSONE

HUFF
POST

CBS

BLACK
ENTERPRISE

NBC



More than **14 million**
views on Facebook for NewsOne
Now with Roland Martin
Television Interview

AL.com

EBONY

The Huntsville Times

ATLANTA BLACK STAR

upscale

the TOM JOYNER
morning show

NEW Pittsburgh Courier
powered by Real Times Media

ST. LOUIS AMERICAN

SB StyleBlueprint

apt
ALABAMA PUBLIC TELEVISION

APS
physics

THE ROOT

HBCU DIGEST

the Rocky
Smiley SHOW

BLACK WALL STREET
OFFICIAL

FEATURED VIDEOS

MEDIA SPOTLIGHTS



Dr. Hadiyah-Nicole Green 2018 BETHER
Breast Cancer Awareness Award



Dr. Hadiyah-Nicole Green Uses Lasers to
Fight Cancer – History NOW



"Curing Cancer"
Dr. Hadiyah Green interviews with
Roland Martin, TVOne

AWARDS & HONORS



- 2021** 28 Dream in Black Future Makers, AT&T
- 2021** Pioneer of the Year, National Society of Black Engineers
- 2020** 100 Women of the Century, USA Today
- 2020** Scientist to Watch, The Scientist Magazine
- 2020** STEM Hero, General Electric
- 2019** Top 30 Under 40 in Healthcare, Business Insider
- 2019** STEAM Hero, Verizon
- 2019** Breast Cancer Advocate of the Year Award, BET and BETHer
- 2018** Professional Achievement in Industry Award, Women of Color in STEM, Career Communications Group, Inc.
- 2018** 25 Black Women Who are Changing the World, Women of Power Honor, Black Enterprise Magazine
- 2018** 15 Women Who Are Paving the Way and Paying it Forward, STEM's New Guard, Essence Magazine
- 2017** 12 Women Leaders in Science, Unseen Stars, General Electric, Featured on the ceiling of Grand Central Station
- 2017** National Trailblazer of the Year Award, 100 Black Men of America,
- 2016** 100 most influential African Americans in the United States Power100, EBONY Magazine
- 2016** 100 most influential African Americans leaders in the United States, The Root 100, The Root Magazine
- 2016** Research Advocate of the Year Award, Southern Company, Perennial Strategy Group, Washington, D.C.
- 2016** National Historic Icon Award, City of Selma, Selma, Alabama

PATENT:

Green, H.N., Photothermal nanostructures in tumor therapy.
U.S. Patent No. US 9,827,441 B2. (Issued Nov 28, 2017).



OUR ANSWER TO CANCER

With more than 10 years of interdisciplinary research experience, Dr. Hadiyah-Nicole Green invented a Laser-Activated NanoTherapy (LANT) to target and destroy cancerous cells

while preserving healthy cells. Using lasers and nanotechnology, this patent-pending therapy has been proven to completely eliminate tumors in laboratory mice in just 15 days after a SINGLE 10-MINUTE treatment – without any observable side effects.

BEFORE LANT



DAY 3



DAY 9



DAY 15



Published in *Int J Nanomedicine* vol. 9 5093-102. 5 Nov. 2014

- ~100% tumor regression in 15 days
- A single 10-minute laser treatment
- No observable side effects

This treatment is designed as a multi-cancer platform therapy and has implications for a variety of solid tumor types, including breast, prostate, skin, colorectal, brain, head and neck, and a variety of inoperable, chemo-resistant cancers. With funding, we can conduct human clinical trials in partnership with our team of oncologists.

OraLee.org

ABOUT THE ORA LEE SMITH CANCER RESEARCH FOUNDATION



Dr. Hadiyah-Nicole Green founded the Ora Lee Smith Cancer Research Foundation in honor of her late aunt, Ora Lee Smith. This foundation is on a mission to change the way cancer is treated and reduce cancer-patient suffering by providing care that is accessible, affordable, and effective.

Our goal is to bring our new, physics-inspired medical advancement out of the laboratory and into humans while ensuring it remains affordable and accessible for all. To accomplish our goals, the Ora Lee Smith Cancer Research Foundation uses a 501(c)(3) nonprofit business model and tax-deductible donations to raise funds to cover the costs of FDA approval and human clinical trials.

OUR MISSION

To change the way cancer is treated and reduce cancer-patient suffering by providing care that is accessible, affordable and effective.

OUR VISION

We envision
a world
where cancer is
defeated

OUR LOGO

The **Lavender Color** symbolizes love, devotion and purity.

Our logo, the **Ora Lee Flower**, is a symbolic showcase of our *Fundamental Values* combining

Lavender Ribbons
bringing awareness to All Cancers
and

Lavender Flowers representing
soothing, medicinal healings.



ORA LEE SMITH CANCER RESEARCH FOUNDATION HIGHLIGHTS

COLLABORATIONS AND PARTNERSHIPS

- Awarded \$2.3 million by the Department of Veteran Affairs to develop cancer therapies
- Atlanta VA Medical Center is the host site for the first-in-human pilot study
- First non-profit member in the state of Georgia's tech incubator, the Advanced Technology Development Center (ATDC)
- Member of The Center for Disruption & Innovation
- Bestowed full suite of legal services by Bryan Cave Leighton Paisner LLP Law Firm
- Guidestar - Gold Member 501(c)(3) nonprofit status in good standing with the IRS
- Grant Recipient (Gmail, Salesforce, Amazon, Google)
- National Institute of Health/National Cancer Institute Grant - \$10,000 for developing cancer therapies
- National Partnership with AlphaPhiAlpha Fraternity, Inc.

MEMBER OF THE FOLLOWING CORPORATE GIVING AND EMPLOYEE MATCH PROGRAMS:



A photograph of Dr. Hadiyah-Nicole Green, a Black woman with long dreadlocks, smiling and looking through a microscope in a laboratory setting. She is wearing a white lab coat. The background is a neutral-colored wall.

Top 100 Women of the Century

-USA Today



To learn more about Dr. Hadiyah-Nicole Green and support her efforts, visit **OraLee.org**, follow **@DrHadiyahGreen** and **@OraLeeOrg** on social media, and make the Ora Lee Smith Cancer Research Foundation your charity of choice when you shop on **Amazon**.

BOARD OF DIRECTORS

ORA LEE SMITH CANCER RESEARCH FOUNDATION

Dr. Hadiyah-Nicole Green is one of the first African American women in the nation to earn a Ph.D. in physics and is currently a professor at Morehouse School of Medicine in the Department of Surgery. With more than ten years of interdisciplinary research experience, she is an inventor who has developed several patent-pending cancer treatments. Additionally, her leadership activities, STEM advocacy and community service span over twenty years, totaling more than 4,000 hours of service.

Desmond Leong is an accounting and finance expert. After working for the Internal Revenue Service (IRS) for more than thirty years, he started the Metro-St. Louis Community Tax Coalition to operate the *Volunteer Income Tax Assistance Program*, in partnership with the IRS and faith-based organizations, providing free tax preparation services to underserved communities.

Shendorah Fisher, MBA has more than fifteen years of experience with the Boeing Company as a Senior Program Manager. She is an experienced leader, systems engineer and auditor with a background in Lean and Six Sigma methodologies and program leadership.

General Smith, Jr. is the biological son of Ora Lee Smith and a cancer patient advocate with more than 30 years of experience in the service industry. He has served with the Laymen Ministry on the local and regional levels as the Mercy Seat Baptist Church president for the last five years and as the Berean District president of the National Baptist Convention, USA, Inc., (NBCUSA) for more than ten years. He has also served at the state level for the NBCUSA Evangelist Ministry for 15 years.

Kirk L. Barnes has more than twenty-five years of experience as an expert in sales, marketing, business implementation, leadership development and commercialization in the pharmaceutical and nanotechnology industries. For the last 10 years, he has served as a Council Member for the Gerson Lehrman Group (the world's leading platform for professional learning). He is currently a Start-Up Catalyst for the Advanced Technology Development Center, Georgia's technology incubator.

Rev. Dr. Gwendolyn Boyd has more than thirty years of experience in leadership, program development, Diversity and Inclusion, higher education, STEM advocacy, and public speaking. In addition to being a mechanical engineer who worked in The Johns Hopkins University Applied Physics Laboratory for more than three decades, she also served as the 14th and first female president of Alabama State University and the 22nd National President of Delta Sigma Theta Sorority, Inc. Rev. Dr. Boyd is an ordained itinerant elder in the African American Methodist Episcopal Church. She is currently a consultant for AGB Search, founded by the Association of Governing Boards of Universities and Colleges (AGB).

Dr. Tshaka Cunningham, the Co-Founder and Chief Scientific Officer of TruGenomix, previously served as a Scientific Program Manager at the U.S. Department of Veterans Affairs within the Office of Research & Development. He earned a BA degree in Molecular Biology from Princeton University. He worked as a research scientist at Bristol-Myers Squibb Pharmaceuticals Inc., and then earned his doctoral degree in molecular biology from Rockefeller University. He completed his postdoctoral training in immunology and tumor immunotherapy at the Pasteur Institute and at the National Institutes of Health.



**FROM
LABORATORY
TO HOSPITAL IN
10 YEARS:**

Phase I
\$10 million
To Get Started

Phase II
\$20 million
Year 3 After Start

Phase III
\$70 million
Year 5 After Start

FROM THE LABORATORY TO HUMAN TRIALS

Thousands of cancer patients have volunteered for our treatment after they have been sent home to die with no options and no hope. It is heartbreaking to turn people away when we have the technology, but not the funding to help. With financial support, we can conduct human trials.

We are utilizing a non-profit business model to provide recognition and tax-deductions in exchange for the funds needed to translate our cancer treatments out of the laboratory into hospitals. We are seeking support to help us win the war on cancer, worldwide. With your support, together, we can make history.

USE OF FUNDS

Support will provide the funding for:

- Human-grade nanoparticle manufacturing, bottling and distribution
- Laser device development, manufacturing and distribution
- FDA application fees and approval
- Phase I, Phase II and Phase III human clinical trials
- **With funds for pre-clinical studies, we can pursue clinical trials for the following indications:** brain, colorectal, anal, cervical, skin, liver, bladder, kidney, breast, prostate, lung, head, neck or partner's choice including chemo-resistant, recurrent and metastatic cancers
- Sales and marketing



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Next Steps for Team Ora Lee!

The Ora Lee Smith Cancer Research Foundation is currently focused on raising \$10M to bring this treatment out of the laboratory and fund Phase I human trials. Learn more at **OraLee.org**.

Team Ora Lee Support Model

- Donor Contributions
- Sponsors and Partnerships
- Volunteers
- Ambassadors who spread the word, raise funds, and host fundraisers
- Estate and Legacy gifts
- Employee Matching Programs
- Amazon Smile

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