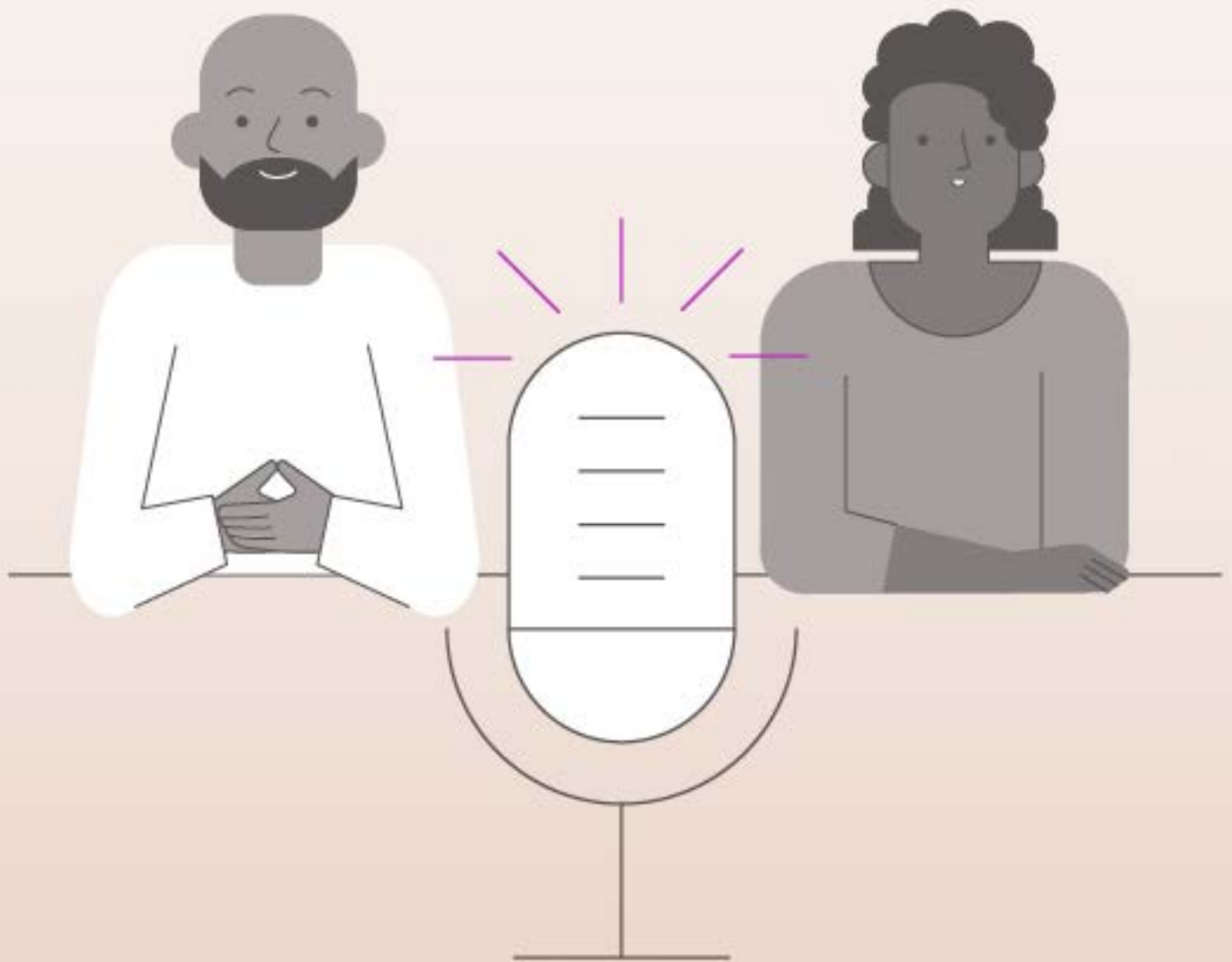


BOLD Innovators

Podcast series

Sponsored by Bristol Myers Squibb



BOLD Innovators podcast: Season II - Passion S2E1 Transcript

[Jazz music playing].

BRYANT POWELL:

Hello. My name is Bryant Powell. I'm the host of Bristol Myers Squibb's Black Organization for Leadership and Development podcast series: "BOLD Innovators." This is an open conversation with BOLD community members and allies throughout BMS that are true leaders, in and out the office, who stand with our mission to foster an inclusive environment that values the contributions of Black employees equally with others. This season we'll be focusing on a new Bristol Myers Squibb's core value. Last season our focus was on innovation. This season, we'll be focusing on passion and how that's driven our guests throughout their careers.

Today, we have the pleasure of speaking with Adam Taliaferro, director, Strategic Alliance lead. While playing football for Penn State, in a game against rival Ohio State, Adam made a routine helmet-to-helmet tackle that would change the course of his life. He had broken his neck – a similar injury suffered by the late Christopher Reeve. Given only a 3% chance of ever walking again, Adam fought insurmountable odds to not only walk, but to walk well. Though playing football is no longer in Adam's future, many around the nation have found his inspirational tale of recovery, leading authors Scott Brown and Sam Carchidi to chronicle this remarkable story in their 2001 book: "Miracle in the making." Adam currently leads State Advocacy and Alliance Development for Bristol Myers Squibb and held office as a member of the New Jersey General Assembly from 2015 to 2022. Adam also has his own foundation: the Adam Taliaferro Foundation that provides financial assistance to individuals affected by spinal cord injuries of who has raised over \$1,000,000 to date. Through his foundation and his passion from motivational speaking, Adam continues to provide hope for many people who may feel that there's no reason to hope at all.

Adam's a graduate of the Pennsylvania State University with a bachelor of science degree in labor and industrial relations. But instead of letting me tell you Adam's story, let's let Adam tell you his story. Adam it's a pleasure to have you on the podcast.

ADAM TALIAFERRO:

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

Bryant, thank you so much for having me this morning and it's an honor to share my story and be a part of this wonderful podcast.

BRYANT POWELL:

Oh, thanks again Adam. Again, it's truly a pleasure to have you. Not only is your story incredibly inspirational, I am also a Penn State alum as well and it is always great to have a Penn State alum such as you on the podcast.

ADAM TALIAFERRO:

Right. Well, as you know, as Penn staters' we've got to stick together so it's equally exciting, when I learned that we both graduated from the great Penn State University.

BRYANT POWELL:

Exactly. As they say, we are...

ADAM TALIAFERRO:

... Penn State!

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

[Laughing].

BRYANT POWELL:

That's great. So, before we get further into the podcast, we want to learn more about you in a fun and interesting way and how we normally do this is with the BOLD 10 questions. These are just 10 random questions that kinda get to know you a little bit better and in a very fun way. Are you ready for the BOLD 10 questions Adam?

ADAM TALIAFERRO:

Right. I'm game. I'm ready.

BRYANT POWELL:

Ok let's go. Question number one: What's the most pleasant-sounding accent for you?

ADAM TALIAFERRO:

You know, I think the French accent is what I would say is the most pleasant-sounding accent. And I can't say I'm very worldly person, but, you know, it's hard for me to not say. The French accent, is the most... It gets me the best.

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

BRYANT POWELL:

It's a great one. Now, the only phrase I know is: "Parlez-vous français?" Outside that don't ask any more.

ADAM TALIAFERRO:

Me and you on the same boat on that one my friend.

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

[Laughing].

BRYANT POWELL:

[Laughing]. Question number 2: What game have you spent the most hours playing?

ADAM TALIAFERRO:

What game have I spent the most hours playing? So, growing up as a kid, I was big into video games and I played a lot of Madden football on Sega Genesis growing up. So, some may not be familiar with Sega Genesis, but it's a game console that was very popular in the mid-90s, and you can ask my mother, I spent far too much time playing that growing up.

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

[Laughing].

BRYANT POWELL:

[Laughing]. Hey! I had a Sega Genesis back in the day too, so hope we're not dating ourselves, but that was my first game console. I loved it.

ADAM TALIAFERRO:

[laughing].

BRYANT POWELL:

[laughing]. Question number 3: What life skills are rarely taught but extremely useful?

ADAM TALIAFERRO:

You know, the ones that I really thought about, after I got out of college and law school, was just managing your money, you know, I think that the life skill, you know,

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

we didn't learn that. I don't recall learning about it in high school and through college and, like I said, even going through law school, but I think that's one of the most important aspects as we, you know, get into the workforce and start earning a living is just making sure that you're able to manage the funds that you earn while working.

BRYANT POWELL:

Next question: What is one place you want to travel to that you haven't yet?

ADAM TALIAFERRO:

I'm really embarrassed to say this, really embarrassed—

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

... I have never been to Los Angeles before.

BRYANT POWELL:

Wow.

ADAM TALIAFERRO:

As a 40-year-old man, I'm embarrassed to say that, I have told myself: "I have to get to LA" because I've heard so much about it. So that's the one place that haven't got to that I would like to visit.

BRYANT POWELL:

I think I know where your next plane trip's gonna be.

ADAM TALIAFERRO:

[laughing].

BRYANT POWELL:

[laughing]. Next question: Who inspires you the most and why?

ADAM TALIAFERRO:

You know, we'll talk about this more later in the podcast, but there's a gentleman by the name of Christopher Reeve. Growing up I was a big fan of Superman and Christopher Reeve was the actor who played Superman in all the movies, and he unfortunately has a spinal cord injury. And I got to know about this injury because I have a very similar injury to him and just watching the way that he fought to walk

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

again even though the prognosis was very bleak. He is someone that inspired me and even though he has passed on, his legacy still continues to inspire me today.

BRYANT POWELL:

Oh, that's great to hear and we look forward to learning more about that in your story later in the podcast.

ADAM TALIAFERRO:

Mm-hmm.

BRYANT POWELL:

Next question: What's the best lessons you've learned from a relative?

ADAM TALIAFERRO:

You know, I would say, I would have to give my mom credit.

BRYANT POWELL:

[laughing]

ADAM TALIAFERRO:

One the best things I learned is being able to ask for help, being open to asking for help, because my mom knows me, and my dad as well, but I would say mom a little more knows me better than anybody and at times I can be stubborn and not ask for help when I really need it. And my mom, you know, often reminded me that it's okay to ask people for help because, at the end of the day, we're all here to help one another and there's times, even when I'm in the workplace, I think about my mom, I say, you know, "I should send that email and ask a colleague for some assistance". So that's something that's always stuck with me.

BRYANT POWELL:

That's great. They always say: "Mom knows best," so glad you are taking that to the chest.

ADAM TALIAFERRO:

That's it. [Laughing].

BRYANT POWELL:

Next question: What's the one thing you wished you had never purchased?

ADAM TALIAFERRO:

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

I've always been a big fan of cars, of vehicles, and they are the worst investment that anyone can make.

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

So, I would say a vehicle that I purchased was the worst mistake because there it was a 10-year old Bentley Continental. Bentley has always been my favorite car—

BRYANT POWELL:

nice car.

ADAM TALIAFERRO:

... and anyone who looks at them, you can see that you can get them for a fairly good deal, older models, but they are very expensive to upkeep. So, I only had it for like less than a year. It was probably the worst money investment that I ever made.

BRYANT POWELL:

[Laughing]. Good to know, good to know.

ADAM TALIAFERRO:

[Laughing].

BRYANT POWELL:

Next question: Where is the best place you go to go for a walk or relax?

ADAM TALIAFERRO:

You know, there's a few places that I go to just to kinda decompress and relax, but I would say, you may agree with this, I go up to Happy Valley, State College where Penn State is located and there's many places you could just, you know, walk around and get lost. But, for me, just taking a walk, you know, over the summer or when school is not in session, and just walk around campus and, you know, it just brings back so many great memories, for me, personally. And they call it Happy Valley for a reason, because you can't help but going up there and just feeling relaxed and happy so, if I get a chance, I'll take a ride up there and just walk around campus and reminisce about some of the times when I was a young, young lad enjoying the college life [laughing].

BRYANT POWELL:

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

[Laughing]. Same here. Going down College Ave or Athertin, just to have the feeling of being back in college again. And it's been a while since I've been back. Now that you're encouraging me, my next trip is gonna be to Happy Valley.

ADAM TALIAFERRO:

We will have to take that ride together [laughing].

BRYANT POWELL:

Hey, let's do it. Let's book it [laughing].

ADAM TALIAFERRO:

That's it.

BRYANT POWELL:

Next question: What's your favorite time of the day?

ADAM TALIAFERRO:

For me, my favorite time of the day is around 8:30 at night, every evening. I've got two little ones. I have a 7-year-old and a 4-year-old and, you know, in the morning, everyone's busy, you know, we're all working throughout the day, but around 8:30 at night when I'm putting my two little ones down and, you know, you always ask them: "What was the best part of your day?" And, you know, they'll share their insights, you know, what they enjoyed most of about their day and it's just that nice quiet time with just me and them and sharing that time. So, I look forward to that every evening because it's, you know, truly the highlight of my day.

BRYANT POWELL:

That's great. That's great. And last question: What topic could you spend hours speaking about?

ADAM TALIAFERRO:

You know, I don't want to sound too simple minded here, but I'm a big Penn state football fan.

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

I can talk and, Bryant, we could spend the whole podcast talking about Penn State football.

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

It's this something I can talk about till the end of time. And my wife, will roll her eyes, she is a fellow Penn state grad but—

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

It's just something that I always enjoy talking about, the sport of football, and certainly Penn State football.

BRYANT POWELL:

Thanks again for answering the BOLD 10 questions. Glad we know a little bit more about you and we look forward to hear about their tale going to Los Angeles soon.

ADAM TALIAFERRO:

That's right. I look forward to it. I would be excited to talk about it.

BRYANT POWELL:

[laughing].

[Jazz music playing].

BRYANT POWELL:

So, I guess obviously we brought you onto the BOLD podcast to really here about your story so, please, tell us your story.

ADAM TALIAFERRO:

Thanks so much Bryant. You know, my story, I always say: “we all have a story”. And for me I grew up in South Jersey, right outside Cherry Hill, in a town called Voorhees. And growing up my dream and my passion was to... I wanted to be a professional football player, and anyone knows I'm not the biggest guy in the world. My mom always hated football but, you know, football is something that I was passionate about, and I was fortunate to get an opportunity to play it at a young age. And I started to progress and do well at the middle school and high school level and I was offered a scholarship to play football at Penn State and was just so thrilled that I was living my dream. I was, you know, a step away from maybe playing in the NFL and I

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

was playing as a young freshman. And the fifth game of my freshman year at Penn State, we were playing against Ohio State, and I went in to make a tackle and I unfortunately broke my neck. I had a severe spinal cord injury which left me paralyzed from the neck down. When that injury happened, you know, the first thing that went through my mind was: “why me?”, you know, out of all the people in this world, how could this happen to me? But they took me off the field and I was fortunate that I got injured on the football field because I had immediate medical care. Because with the spinal cord injury the initial moments after the injury are crucial.

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

And they stopped the swelling in my spinal cord. And I had surgery out there 48 hours later. And the prognosis was, unfortunately, due to the severity of the injury, I would never walk again.

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

Doctors told my parents there would be a 3% chance of me regaining the ability to walk. And the thing that I tell people, was the doctors told my parents that grim prognosis, but my parents made the decision to never tell me. So, although I knew my injury was significant, I didn't know how bleak the prognosis was. So, I was the only one in the room that didn't know that there was a chance that I couldn't walk again but—

BRYANT POWELL:

Oh wow.

ADAM TALIAFERRO:

Yeah. So, it was, you know, a blessing in disguise because I don't know, you know, we all think about... When we go through adversity, we need hope at times and hearing that news may have taken away my hope. But I went into it, you know, each and every day, that I was just going to walk again. I didn't know how long it was gonna

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

take, but I just knew at some point I would get back on my feet. So, they airlifted me back to Philadelphia where, you know, I'm from the South Jersey region, and I was in the hospital for a year, basically re-learning how to walk again. And, you know, for the first month I couldn't move anything from the neck down and eventually I finally got some movement in my toe and that was the springboard to recovery. And I would do six hours of therapy every day at a place called Magee Rehab in Philadelphia. And each month things would start to progress a little bit further. And I progressed to the point where I was able to walk with crutches and then I was able to get back to Penn State and the goal was, for me, when I had my energy, was to lead the team out of the tunnel one final time. And I was able to do that for our first game next season and it was the most memorable experience of my life. I led the team out of the tunnel and finished up my time at Penn State and then I went on the Rutgers law school. And, after law school, I was working at a corporate law firm in Philadelphia and just got to a point in my career where I say, you know: "I can either sit here and write legal briefs and be an associate, and hopefully become a partner one day, or I could try to do something that I'm truly passionate about" and for me, you know, patients, helping folks overcome adversity, providing hope with something that really inspired me. And I was so fortunate I came across the opportunity to join BMS in an advocacy position and I had no pharmaceutical background whatsoever, but I had a manager who hired me, here at BMS, who took a chance on me and gave me an opportunity to work as part of our U.S. Policy and Government Affairs Team, an advocacy role where I came in 10 years ago to BMS. And my job is really to educate advocates on health policy and helping them to make their voices heard to state policymakers and I loved it. When I came in here I was so thankful because I finally felt like I was doing something that I loved and they, you know, people say: "when you do something that you love it doesn't feel like work" and, you know, ever since I got into BMS the work that I do here doesn't feel like work because I truly love everything that we get to do. Certainly, in my role and across BMS with folks that we get to work with and I've been part of the U.S. Policy and Government Affairs Team since I got to BMS. I've served in an advocacy role then I moved over to serving as a lobbyist for us. I worked covering the Mid-Atlantic region and I worked with policymakers helping them understand

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

health policies that are important to patients and also important to BMS. And I served as a lobbyist for three years here at BMS and then I was fortunate enough to get elected to the state legislature here in New Jersey so it's just a little bit of a conflict—

BRYANT POWELL:

Well—

ADAM TALIAFERRO:

... to be a lobbyist with BMS and serving in the legislature—

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

... in the state of New Jersey. So BMS, you know, being a great company that it is, provided me an opportunity to move back to an advocacy role so there was no longer a conflict of interest. And I served in the state legislature in New Jersey for the past seven years and, as you said in the opening, just finished up my time there and now back to being in an advocacy role is just, you know, for me, I feel so fortunate because you know I get to work with such a wonderful group of people each and every day here at BMS, you know, fighting for patients and, you know, we have a great leader and Stephanie Dyson who leads the U.S. Policy and Government Affairs Team and I'm on the Strategic Alliance Team which our roles is to really work with patient advocates and really any third party organizations, whether it's the Chamber of Commerce or a local bio affiliate, anyone interested in health policy, really helping them to make their voices heard to policymakers about the importance of access to innovation. Because at the end of the day if patients don't have access to innovation, patients don't have an opportunity to get better. So, we are fighting that fight each and every day and, for me, that is something that when I get home at night I just feel so thankful to have an opportunity to really be that external voice for BMS and, at the end of the day, just work here at BMS and get to work with great folks like yourself and our entire team.

BRYANT POWELL:

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Adam, thank you again for telling us your story. And then I have like tons of follow up questions. So, you mentioned earlier when your parents didn't tell you about the 3% chance you had to walk. I guess, what really inspired you to every day work for you to be able to walk again. What was that inspiration? What was in your head to really get you to going every single day back then?

ADAM TALIAFERRO:

Yeah, Bryant, I tell people all the time no one person can get through that type of injury by themselves. And people always say: "Adam, you know, it was so great you overcame this injury" and I'm so quick to say that it was the people around me that really helped inspire me each and every day because you know we when you're in the hospital for eight months it's easy to get down you know there's easy to be days where you're like: "you know what I just can't do this". But it has to start with my parents. I always had my mom and dad. They were at the hospital every day saying, you know: "you can do this". I had a younger brother who was at the hospital. But the most important thing that I felt really inspired me each and every day was, there were people that I never met in my life that would just come to the hospital and say: "Hey Adam!," you know, "I saw your injury happen on TV," you know, "I work here in Philadelphia. I just want to stop over and let you know I'm thinking about you." Or I would just receive tons of mail to the hospital with letters from people saying: "Hey," you know "I'm going through cancer right now" and you know "I'm getting through it. So, can you." And just having that constant support from people really helped push me each and every day to get through those six hours of therapy.

BRYANT POWELL:

Well, that's awesome. Kind of a community of people reaching out to you and kind of boosting your spirits and collectively we can all get through this together. That's a great mentality to have.

ADAM TALIAFERRO:

Absolutely. You know going through that, I tell people, I say that the injury was top. I would never wish that on anyone. But the life lessons that I learned going through that injury were priceless. And one of the most important values that I learned was just the value of people. How important it is to rely on other people when you are

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

going through your toughest of times, when you're going through adversity. There's so many folks out there that are willing to help get you through those tough times.

BRYANT POWELL:

That's great to hear. And you mentioned earlier like what makes you boldly passionate it's really about helping patients overcome adversity, kind of like that community kind of helped you. So how have you seen in your career that passion come through, especially within Bristol Myers Squibb.

ADAM TALIAFERRO:

Yeah! You know, I say from the bottom of my heart, that is, that is my passion, it's just helping patients overcome you know their adversity. And when I talk about that is, in the role that I work within here at BMS, there's patients that at times that don't have access to innovation, access to the medications that they need in that times. They're just searching for answers. They're searching for hope. And in our roles, we provide that hope. We provide that education to help them make their voices heard to policymakers. So, in turn they can get that access to the medications that they need. So, I often tell people like: "I am in the role" like "If I could just draw up a role that would be perfect for me this is the exact role because I get to work with patients each and every day that are trying to find ways to overcome their adversity." And there's times where I don't speak about anything policy related. Sometimes when I'm speaking to a patient or a patient advocacy organization, we just share our patient journeys back and forth. I talk about my adversity that I went through or I love hearing from other patients about what they're going through. Because even though I had a spinal cord injury and thankfully I haven't dealt with cancer or cardiovascular issues, the patient journeys at times are often so similar because we deal with many of the same emotions, many of the same, you know, moments where you are just looking for that hope and, you know, we help inspire each other. And, at BMS, all of us, I say we're purveyors of hope, you know. Think about the innovations that, you know, we create for patients. And I'm over here smiling because—

BRYANT POWELL:

[Laughing].

ADAM TALIAFERRO:

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

... there's so many times where patients will say "thank you" to me and it's not about anything that I did but it's what BMS is doing for patients. So, it's such a wonderful opportunity that, you know, that I have serving this Strategic Alliance role and I hope this is a position that I could continue to grow in during my time here at BMS.

BRYANT POWELL:

You keep on going on with the patients, patient centric, as BMS is very a patient centric organization. Is there any particular story or incident that you can remember that really correlates of that passion you speak of?

ADAM TALIAFERRO:

Yeah, you know, when I first got to BMS, probably my first or second year, you know, a lot of our time is spent dealing with patient advocacy organizations, but also working with P and T committees and states, you know, pharmacy and therapeutic committees are folks that are responsible for making decisions about which drugs going formulary. And specifically in Pennsylvania on the P&T committee they have a patient advocate representative and you know of course I wanted to get to know that gentleman and I got to know him really well and we had a decision coming up on one of our BMS products and, you know, I just spoke to him about the importance of access to innovation and he told me his patient story and he invited me to his church—

BRYANT POWELL:

Hmmm. [Laughing].

ADAM TALIAFERRO: ... just to speak and, you know, it was a Sunday so, you know, it wasn't, you know, on work time. But I remember going to his church to share my patient story and we got up there and we spoke together about our joint patient stories and about how, you know, our faith and how people around us helped us get through our toughest of times. And I remember standing up there with him at the podium I'm like, you know, "Oh my God," like "How did I get here?" like this is such an amazing experience. I'm standing next to this guy who, you know, who's on the P&T committee, who's helping us get access, you know, helping us get our BMS product on formulary. But it was not even about that any more. It's just about, you know, two guys that are sharing our faith and upstanding at his church so that was

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

something that always sticks in my mind because you know at BMS, again, you know it's a job that we all work on but the relationships, after times, go beyond our work day. And the bonds that we create with people is amazing to me and these are people that become friends, so, you know—

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

... the gentleman I just spoke about is someone that, you know, we go to barbecues together and just—

BRYANT POWELL:

Oh wow.

ADAM TALIAFERRO:

... just ended up on a different level. And that's, you know, that's the type of relationships that, you know, in my role, and my colleagues, in our position, we try to create those relationships because that's what this is all about. It is creating those bonds and that trust and letting folks know that this isn't just about BMS, but it's about the patient at the end of the day.

BRYANT POWELL:

Mm-hmm. Yeah, the patient centric focus at Bristol Myers Squibb. And, Adam, having a conversation with you, the passion is coming through the microphone, is coming through the speakers, so I feel your passion and I think a lot of our listeners want to have a job, as you said it feels, it doesn't even feel like a job 'cause you're so passionate about it. So, to our audience, do you have any recommendations of how they can find a job that kind of fits their passions? Like, how are you able to do it and how can you maybe give advice to others that want to do it as well?

ADAM TALIAFERRO:

Yeah, you know, Bryant, I feel so fortunate because if you were to ask me, you know, when I was coming out of college or coming out of law school, if I would be in this type of role I would say, you know: “You're crazy. I have no experience whatsoever.” You know, I wouldn't have even known how to get to a role like this. But I tell people what I learned to get in my position is just telling people what you're passionate

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BOLD Innovators podcast: Season II - Passion S2E1 Transcript

about, telling people what it is that you want to do. The way that it worked out for me was, prior to getting into BMS, I was speaking to a woman who, again I was involved in politics, she was our press person and I remember sitting down at lunch with her and saying, you know, I would just love to be able to work in a position where I can deal with patients and advocate for patients and she goes: “You know what Adam? You know my husband leads State Government Affairs at Bristol Myers Squibb—

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

... so you should talk to him about it.” And that's how my connection happened. It's just by sharing my passion and sharing my story and you never know who that person is connected to, so the most important piece of advice that I share with anyone is saying: “speak your mind, speak your passion, to anyone that's willing to listen because you never know who that person is connected to or who that person can link you up too to help make that passionate a reality.” And for me, like I said, I was so fortunate that literally I think like the first or second person that I shared my passion with happened to be able to provide that connection to BMS because her husband leads State Government Affairs. And I got to know him pretty well. And he got to learn more about me. And again, like I said, I didn't have any background in this industry, but he knew I was passionate about the role and gave me an opportunity.

BRYANT POWELL:

That's fantastic to hear and literally you had to speak up for yourself and say: “Hey this is what I'm passionate about. This is what I want to do” and then obviously you put that into the ecosphere. People want to listen and connect you to who needs to know, in order to get that position. So, I think that speak up mentality is very, very important and crucial especially as Bristol Myers Squibb continues to foster a speak up culture within the organization as well.

ADAM TALIAFERRO:

Absolutely. Absolutely.

BRYANT POWELL:

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I guess one last question I had for you before we end today, I guess, what advice can you give to people of color within the organization that are in the organization in order to speak up for their next opportunity or speak up to correlate to things that they're passionate about and want to do in the future?

ADAM TALIAFERRO:

Yeah, you know, and again I just want to thank, you know, the BOLD team and you Bryant for this opportunity to share who we are, what we do, as folks of color here at BMS. And the best advice that I can give is just to continue to network within BMS. Your network is such a valuable asset here, in getting to where you want to go. Like I said, I've been here at BMS for 10 years and I've, you know, interacted with folks, of course, on my U.S. Policy & Government Affairs Team, but I've also made it a priority to network with folks outside of my organization, to get to know what they do, to help them better understand the work that they do, because you know as we all know the skills that we develop within our individual roles are often transferable to other opportunities within BMS. So the best piece of advice for, you know, folks of color and really anyone at BMS, is to continue to network outside of your organization because there's so many wonderful opportunities for growth and development within BMS.

BRYANT POWELL:

And I hope a lot of our audience takes that and runs with it now within the future. So, Adam, thanks again for coming on to the podcast today. It was great to hear your personal story, what drives your passions, and helping patients overcoming adversity, and just literally having a conversation with you. It was fantastic. But, before we end the podcast, we want to ask one last question that we ask all of our guests: "So what is one piece of advice, life or career, would you give to your past, present and or future self?"

ADAM TALIAFERRO:

For each version of myself I have a different piece of advice. For my past self, I would say: "Ask for help. Continue to ask for help. And it's OK to ask for help," because as a young, even as a young lawyer, and early in my time at BMS I would always say, you know, "I could figure it out," but I realized throughout my time it makes life and you work a lot easier when you ask folks for help because a lot of times someone has

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already been through that adversity or that issue prior to you going through it yourself. For my current self, I would say: “live in the day,” because in in my role now you know it's fast paced, I'm sure like many of the roles at BMS you start thinking about, you know, “I'm gonna do this next week,” “I'm gonna do this tomorrow.” I often have to tell myself: “Slow down. Enjoy the ride. Enjoy what's going on right now.” So “Live in the moment.”

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

Then, for my future self, the advice that I will continue to give my future self is: “Continue to learn something new each and every day.”

BRYANT POWELL:

Mm-hmm.

ADAM TALIAFERRO:

I often say, you know, “From day-to-day, you're not going to be the same person tomorrow that you are today. You either are gonna get a little bit better or a little bit worse.” So, you know, as my future self, I want to continue to learn and become a little bit better version of myself each and every day. And I want to continue that process as long as I live. So, in the future, all I'm telling myself: “Continue, continue to learn something new, to meet someone new, each and every day.”

BRYANT POWELL:

No better way this could be said. Thanks, Adam, again so much for coming on to the podcast today.

ADAM TALIAFERRO:

Bryant, thank you so much for all that you do for BOLD and again for giving us this wonderful outlet to share the wonderful work that so many, within BMS, do each and every day.

BRYANT POWELL:

It's my pleasure and honor. Thanks, Adam, appreciate it.

ADAM TALIAFERRO:

Thank you Bryant.

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BRYANT POWELL:

And thanks everyone for listening to the BOLD Innovators podcast we look forward to speaking with you soon. Take care and have a bold tomorrow.

[Jazz music playing].



About our host

Bryant Powell, MBA

Associate Director, WW Commercialization Operations; Worldwide Commercialization Strategy Operations, BOLD Social & Digital Media Lead

Bryant Powell, MBA, is the associate director of Worldwide Commercialization Operations at Bristol Myers Squibb. Corporate strategist, podcasting lead and content creator are just a few of the many words that describe who he is and what he aspires to do daily. But simply put, he is a Storyteller.

Bryant is a passionate advocate for uplifting people within a workplace with the goal to put individuals in a place where they can achieve their biggest successes and thrive. Whether that be building culture within an organization, providing mentorship for those finding their way or giving individuals a platform to speak to their personal brand, giving back and building up a community is at the forefront of his drive.

He is a guide that empowers individuals to understand as well as speak to their personal brand, allowing them to articulate what makes them a unique leader within their industry. Drawing from his experience in media, strategy and people management, his work allows individuals to speak to their true story in an authentic and impactful manner.

Bryant earned his bachelor's degree in telecommunications from The Pennsylvania State University and his master's degree in business administration from Washington University in St. Louis. He has years of experience in corporate strategy, podcasting, and media.