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### **ASISTA Welcomes New Board Members**

ASISTA Immigration Assistance is pleased to announce the addition of two new members to its Board of Directors: Ms. Salima Dembri and Ms. Sheelu Verma.

“Salima and Sheelu are two individuals whose expertise and experience make them the perfect fit to help lead ASISTA. Their passion for justice will be invaluable as they join the committed team advocating for the safety and dignity of immigrant survivors of violence. We are extremely proud to welcome them to the board,” said Kirsten Rambo, Executive Director of ASISTA.

Barbara Camacho, Board President, noted: “On behalf of the board, I am very pleased to welcome Sheelu and Salima. Their unique perspectives and commitment to this work will be instrumental in advancing ASISTA’s mission. Together with the rest of this dedicated board, we will continue to build on our successes and strengthen our impact for immigrant survivors.”

#### **Salima Dembri, Global Market Access, Chronic Care, Merck & Co.**



With over two decades of experience, Salima is a seasoned expert in global market access, brand management, and strategic marketing within the pharmaceutical and healthcare sectors. Currently serving as the Director of Global Market Access for Chronic Care at Merck & Co. Salima excels in shaping market access strategies and developing compelling value propositions. She leads cross-functional teams to develop and execute strategies that drive access for innovative therapies in chronic care, including pivotal work on NASH and cardiovascular assets. Salima lives in Jersey City, NJ. In her free time, she enjoys spending time with her friends exploring the city, traveling, staying active and cooking. Salima holds a MBA from the École des Hautes Études Commerciales (HEC) in Montréal as well as a Maîtrise en gestion (specialized in Marketing) from the Université Paris-IX Dauphine.

**Sheelu Verma, Director of Data Governance, Data and Cloud Operations, ADT LLC**

Sheelu is a seasoned IT leader with extensive experience across multiple IT functions, currently spearheading Data Governance and Operations. Sheelu brings a strong commitment to diversity, equity, and inclusion (DEI), serving as the Executive Chair of the Asian Employee Resource Group and a Networking Lead in the Women Employee Resource Group. Additionally, Sheelu is a dedicated member of the Orchid Giving Circle, supporting AAPI nonprofits and communities in the Dallas-Fort Worth area. Passionate about leveraging technology and DEI initiatives for social impact, Sheelu is committed to advancing ASISTA's mission and supporting their efforts to empower immigrant survivors of violence.



Established in 2008, ASISTA is a national leader in the movement for safety and justice for immigrant survivors of gender-based violence. ASISTA's founders helped write the immigration provisions of the federal Violence Against Women Act (VAWA) and Victims of Trafficking and Violence Prevention Act (TVPA), affording legal status to hundreds of thousands of survivors and their children since 1994. With over 2,500 members nationwide, ASISTA's work is focused on 1) providing expert case consultation, training, and resources to attorneys and advocates navigating the complex immigration system on behalf of survivors of gender-based violence, including intervening in specific cases as needed; 2) pushing for federal, state and local policies that ensure safety and justice for immigrant survivors; and 3) coordinating lawsuits to prevent the government from unfairly deporting survivors of violence. To learn more about ASISTA's work, [click here](#). Follow us on [LinkedIn](#), [Facebook](#), [X](#), & [Instagram](#).

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