

**PERSONAL INFORMATION HANA ROSS**


**Currently:**  
 School of Economics  
 University of Cape Town  
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**At project start:**  
 Senior Economist  
 The Vienna Institute for International Economic Studies (wiiw)  
 Rahlgasse 3, 1060 Vienna, Austria  
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**SELECTED WORK EXPERIENCE**

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| 2023 – 2026                                 | <b>Senior Economist (from 2025 onwards), Senior Research Associate</b><br>The Vienna Institute for International Economic Studies (wiiw) <ul style="list-style-type: none"> <li>▪ Supervision and mentoring of research team “Tobacco taxation in Eastern Europe”</li> </ul>   |
| 2015 – 2028                                 | <b>Honorary Research Associate (since 2023), Principal Research Officer</b><br>School of Economics, University of Cape Town, South Africa <ul style="list-style-type: none"> <li>▪ Research and supervision of students and staff. Economics of excisable products (tobacco and alcohol) and tobacco control.</li> </ul> |
| 2021 – to date,<br>2015 – 2019, 2000 – 2004 | <b>Short Term Consultant</b><br>World Bank, Washington, D.C., USA <ul style="list-style-type: none"> <li>▪ Tax modelling, tax administration, capacity building of Ministries of Finance.</li> </ul>   |
| 2017 – to date                              | <b>Consultant</b><br>International Union Against Tuberculosis and Lung Disease and Vital Strategies <ul style="list-style-type: none"> <li>▪ Consultancy on tobacco taxes, tax modelling, illicit trade in excisable products.</li> </ul>  |
| 2012 – to date                              | <b>Research Affiliate</b><br>University of Cape Town, Southern Africa Labour and Development Research Unit (SALDRU), SA <ul style="list-style-type: none"> <li>▪ Research on economics of tobacco control</li> </ul>   |
| 2008 – to date                              | <b>Consultant</b><br>Campaign for Tobacco Free Kids <ul style="list-style-type: none"> <li>▪ Consultancy on economics of tobacco control; focus on illicit trade in tobacco products.</li> </ul>   |
| 2006 – to date                              | <b>Consultant</b><br>World Health Organisation<br>Research on alcohol and tobacco taxation, costs of smoking, impact of excise taxes on employment.  |
| 2019 – 2024                                 | <b>Consultant</b><br>Bill & Melinda Gates Foundation   |

- Gender aspect of health taxes. Taxing menstrual hygiene products.
- 2013 – 2014 **Technical Expert, Co-investigator**  
Directorate for Budgetary Affairs, European Parliament
- Assessing the impacts of EU excise tax policies on illicit tobacco trade.
- 2007 – 2019 **Adjunct Assistant Professor**  
Rollins School of Public Health, Emory University
- Site supervisor for the RSPH Practicum Program
  - A member of Tobacco Technical Assistance Consortium (TTAC, 2009-2014)
- 2006 – 2014 **Managing Director (since 2008), Strategic Director**  
American Cancer Society, Intramural Research Department, Atlanta, USA
- Managing Economic and Health Policy Research Program with focus on non-communicable diseases prevention (tobacco control, alcohol control, nutrition, obesity, and physical activity).
  - Managing economic and policy-relevant research on unhealthy behavior in low- and middle-income countries. Manage economic research projects in low- and middle-income countries.
  - Developing strategy to address non-communicable disease burden in low- and middle-income countries.
  - Conducting research on economics of tobacco control and on public policy design in low- and middle-income countries
- 2000-2004 **Senior Research Specialist (since 2003), Visiting Researcher (since 2001), Research Associate**  
University of Illinois at Chicago, Health Research and Policy Centers, Chicago, Illinois, USA
- Health economic research in the areas of substance abuse, smoking behavior, international tobacco control
  - Economic analysis of youth smoking behaviour in the US
- 1995-2000 **Research assistant (since 1996), Instructor (1998), Teaching assistant**  
University of Illinois at Chicago, Department of Economics, Chicago, Illinois, USA
- Data management for substance abuse projects
  - Teaching assistant for microeconomics and macroeconomics courses.
- 2000 – 2014 **Multiple assignments**
- Technical advisor, Open Society Institute and Central European University, 2002-2007
  - Technical expert, Alcohol and Tobacco Tax and Trade Bureau, Department of the Treasury, USA, 2009-2010
  - Consultant (2009), Research Economist (2004-2006), Research Triangle Institute, Research Triangle Park, North Carolina, USA

## EDUCATION AND TRAINING

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- 2000 **Ph.D. Degree in Economics**  
University of Illinois, Department of Economics, Chicago, Illinois, USA  
Fields of Specialization: Health Economics and Labor Economics
- 1999 **MA Degree in Economics**  
University of Illinois, Department of Economics, Chicago, Illinois, USA  
Fields of Specialization: Health Economics and Developmental Economics

1992 **MBA**

Prague School of Economics, Business Department, Prague, Czech Republic  
Fields of Specialization: Travel Industry and Related Ser

PERSONAL SKILLS

Mother tongue(s) Czech

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Russian	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

CURRENT GRANTS & PROPOSALS

- Fiscal and Health Impact of Increasing Tobacco Excise Taxes in Ukraine, World Bank (Application submitted in March 2024)
- Tobacco taxation in Eastern Europe, Bloomberg Philanthropies (Consultancy framework agreement, Oct2023 - Dec2024)

SELECTED PUBLICATIONS

[Scopus h-index 25; Google Scholar h-index 39]

Vaida Liutkutė–Gumarov and Hana Ross. Tobacco industry compliance with the EU track and tracing system in Lithuania. *Tobacco Control*. 2023; 32:517-519. doi:10.1136/tobaccocontrol-2021-056992; [link](#).

Megan Little, Hana Ross, George Bakhturidze, Iago Kachkachishvili. Analysis of the Illicit Tobacco Market in Georgia in Response to Fiscal and Non-fiscal Tobacco Control Measures. *Tobacco Control* 2023; 32:80-85; [link](#).

**Kirsten van der Zee, Corne Van Walbeek, and Hana Ross. How Much to Pay for a Track and Trace System: A Simulation Model for South Africa. *Tobacco Control*. 2022 doi:10.1136/tobaccocontrol-2022-057550.**

Estelle Dauchy and Hana Ross. Is Illicit Cigarette Market a Threat to Tobacco Control in Ethiopia? *Nicotine & Tobacco Research*. 24, 1228–1233, 2022. DOI: 10.1093/ntr/ntac021; [link](#).

Micheal Kofi Boachie, Mustapha Immurana, Ernest N. Tingum, Noreen Dadirai Mdege, Hana Ross. Effect of relative income price on smoking initiation among adolescents in Ghana: evidence from pseudo-longitudinal data. *BMJ Open*. 2022. ISSN 2044-6055; [link](#).

S. Hoorens, Hana Ross, S. Hulme, F. Nederveen, Taylor, J., E. Disley. Study to identify an approach to measure the illicit market for tobacco products. Luxembourg: Publications Office of the European Union. 2021. DOI 10.2784/272064; ISBN 978-92-76-22767-0, [link](#).

**Hana Ross. Raise Tobacco Taxes and Prices for a Healthy and Prosperous Indonesia. Jakarta, Indonesia: World Health Organization, Regional Office for South-East Asia; 2020.**

Micheal Kofi Boachie, Laura Rossouw and Hana Ross. The economic cost of smoking in South Africa, 2016. *Nicotine & Tobacco Research*. 2020. <https://doi.org/10.1093/ntr/ntaa162>

Megan Little, Hana Ross, George Bakhturidze, Iago Kachkachishvili. Illicit Tobacco Trade in Georgia: Prevalence and Perceptions. *Tobacco Control* 2020; 29:s227-s233; doi:10.1136/tobaccocontrol-2018-054839, [link](#).

Julie Berthet Valdois, Corné van Walbeek, Hana Ross, Hema Soondram, Bhavish Jugumath, Marie Chan Sun, and Deowan Mohee. Tobacco industry tactics in response to cigarette excise tax increases in Mauritius. September 2019. *Tobacco Control*. doi:10.1136/tobaccocontrol-2019-055196.

Hana Ross, Nicole Vellios, Tsetsegsaikhan Batmunkh, Myadagmaa Enkhtsojt, Laura Rossouw. The Impact of Tax Increases on Illicit Cigarette Trade in Mongolia. *Tobacco Control*. 2019; [link](#).

**Grieve Chelwa, Nguyen Thi Thu Hien, Pham Ngoc Toan, Hana Ross, Le Thi Thu, Pham Thi Hoang Anh. Do Beer and Wine Respond to Price and Tax Changes in Vietnam? Evidence from the Vietnam Household Living Standards Survey. *BMJ Open* 2019; 9:e027076. doi:10.1136/bmjopen-2018-027076**

Nicole Vellios, Hana Ross and Anne-Marie Perucic. Trends in cigarette demand and supply in Africa. *PLoS ONE* 13(8): e0202467; [link](#).

Alfred Kechia Mukong, Come Van Walbeek, Hana Ross. Lifestyle and Income-related Inequality in Health in South Africa. *International Journal for Equity in Health* (2017) 16:103; [link](#).

**Hana Ross, Jean Tesche and Nicole Vellios. Undermining Government Tax Policies: Common strategies employed by the tobacco industry in response to tobacco tax increases. Preventive Medicine, Volume 105, Supplement, December 2017; [link](#).**

Alfred Kechia Mukong, Come Van Walbeek, Hana Ross. The Role of Alcohol and Tobacco Consumption on Income-related Inequalities in Health in South Africa. Economic Research Southern Africa working paper ERSA-2016-0144. September 2016.

Narine K Movsisyan, Ondrej Sochor, Eva Kralikova, Renata Cifkova, Hana Ross, Francisco Lopez-Jimenez. Current and past smoking patterns in a Central European urban population: a cross-sectional study in a high-burden country. BMC Public Health 16:571, 15 July 2016, DOI: 10.1186/s12889-016-3216-5; [link](#).

Luk Joossens, Anna Gilmore, Michal Stoklosa and Hana Ross. Assessment of European Union's agreements with the four major Transnational Tobacco Companies to address the illicit cigarette trade. Tobacco Control 2016; 25:254-260. DOI 10.1136/tobaccocontrol-2014-052218 (published with a BMJ press release); [link](#).

**Maria E Leon, Alessandra Lugo, Paolo Boffetta, Anna Gilmore, Hana Ross, Joachim Schuz, Carlo La Vecchia, Silvano Gallus. Smokeless Tobacco Use in Sweden and other 17 European Countries. 2016. European Journal of Public Health. 2016 Oct;26(5):817-821; First published online: 5 April 2016. [link](#)**

Hana Ross, Nicole Vellios, Katherine Clegg Smith, Jacqueline Ferguson, Joanna E Cohen. A closer look at "Cheap White" cigarettes. Tobacco Control. 2015. doi:10.1136/tobaccocontrol-2015-052540; [link](#).

Alex C. Liber, Hana Ross, Maizurah Omar, Frank J. Chaloupka. The Impact of the Malaysian Minimum Cigarette Price Law: Findings from the ITC Malaysia Survey. Tobacco Control 2015; 24:iii83–iii87. doi:10.1136/tobaccocontrol-2014-052028

Alex C. Liber, Hana Ross, Sophapan Ratanachena, Ulysses Dorotheo, Lina Kin Foong. Cigarette Price Level and Variation in Five Southeast Asian Countries. Tobacco Control 2015; 24:e137-e141. doi:10.1136/tobaccocontrol-2013-051184

**Christian King, Sara Markowitz and Hana Ross. Tobacco Control Policies and Sudden Infant Death Syndrome in Developed Nations. Health Economics. Vol. 24; 2015. DOI: 10.1002/hec.3090**

Justin White and Hana Ross. "Smokers' Strategic Responses to Sin Taxes: Evidence From Panel Data in Thailand". Health Economics. February 2015 issue, Vol. 24(2).

Isaac Adewole, Damali N. Martin, Makeda J. Williams, Clement Adebamowo, Kishor Bhatia, Christine Berling, Corey Casper, Karima Elshamy, Ahmed Elzawawy, Rita T. Lawlor, Rosa Legood, Sam Mbulaiteye, Folakemi T. Odedina, Olufunmilayo I. Olopade, Christopher O. Olopade, D. Maxwell Parkin, Timothy R. Rebbeck, Hana Ross, Luiz A. Santini, Julie Torode, Edward L. Trimble, Christopher P. Wild, Annie M. Young, David J. Kerr. Building Capacity for Sustainable Research Programs for Cancer in Africa. Nature Reviews Clinical Oncology. May 2014. Vol 11, No 5; p251 doi:10.1038/nrclinonc.2014.37

Michal Stoklosa and Hana Ross. Contrasting Academic and Tobacco Industry Estimates of Illicit Cigarette Trade: Evidence from Warsaw, Poland. Tobacco Control. Tob Control 2014; [link](#).

**Evan Blecher, Hana Ross, Michal Stoklosa. Lessons learned from cigarette tax harmonization in the European Union. Tobacco Control 2014; 23:e12-e14 Published Online First: 13 Feb 2013, doi:10.1136/tobaccocontrol-2012-050728.**

**Silvano Gallus, Alessandra Lugo, Carlo La Vecchia, Paolo Boffetta, Frank J Chaloupka, Paolo Colombo, Laura Currie, Esteve Fernandez, Colin Fischbacher, Anna Gilmore, Fiona Godfrey, Luk Joossens, Maria E Leon, David T Levy, Lien Nguyen, Gunnar Rosenqvist, Hana Ross, Joy Townsend, Luke Clancy. Pricing Policies and Control of Tobacco In Europe (PPACTE) Project: Cross-National Comparison of Smoking Prevalence in 18 European Countries. European Journal of Cancer Prevention. May 2014 - Volume 23 - Issue 3 - p 177-185**

**Hana Ross, Deliana Kostova, Michal Stoklosa, Maria Leon. The Impact of Cigarette Excise Taxes on Smoking Cessation Rates From 1994 to 2010 in Poland, Russia, and Ukraine. Nicotine & Tobacco Research, Volume 16, Supplement 1 (January 2014) S37–S43**

Galina Ya Maslennikova, Rafael G Oganov, Sergey A Boytsov, Hana Ross, An-Tsun Huang, Aimee Near, Alexey Kotov, Irina Berezhnova, David T Levy. Russia SimSmoke: the long-term effects of tobacco control policies on smoking prevalence and smoking-attributable deaths in Russia. Tobacco Control 2014; 23:484-490 Published Online First: 12 Jul 2013, doi:10.1136/tobaccocontrol-2013-051011

Evan Blecher and Hana Ross. Tobacco use in Africa: Tobacco Control Through Prevention. American Cancer Society. Atlanta, GA. November 2013. doi 10.13140/RG.2.1.1038.2247; [link](#).

Evan Blecher, Hana Ross, Maria E. Leon. Cigarette affordability in Europe. Tobacco Control. July 2013; vol 22

David Levy, Hana Ross, Alexandra Kmeťová, Eva Kralikova, Michal Stoklosa, Ken Blackman. The Czech Republic SimSmoke: The Effect of Tobacco Control Policies on Smoking Prevalence and Tobacco Attributable Deaths in the Czech Republic. ISRN Public Health, vol. 2012, Article ID 329721; 1- 8; 2012. doi:10.5402/2012/329721. <http://www.hindawi.com/journals/ism/2012/329721/> [not in Scopus]

Eduard Zaloshnja, Hana Ross and David T. Levy. The Impact of Tobacco Control Policies in Albania. Tobacco Control 2010;19 463-468.

**Rijo M. John and Hana Ross. Value of disability adjusted life years lost to cancers: 2008. Journal of Clinical Oncology. May 20, 2010. Volume 28, Issue 15.**

David T. Levy, Hana Ross and Eduard Zaloshnja. "The Role of Tobacco Control Policies in Reducing Smoking and Deaths Caused by Smoking in an Eastern European Nation: Results from the Albania SimSmoke Simulation Model". Central European Journal of Public Health, vol. 16 (52) No. 4/2008. 182-191.