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PUBLISHER Lisa Banket

EDITOR Taren Grom

CREATIVE DIRECTOR Marah Walsh

SENIOR EDITORS

Robin Robinson

Kim Ribbink

FEATURES EDITOR

Carolyn Gretton

DESIGN ASSOCIATE

Ariel Medel

NATIONAL ACCOUNT MANAGER

Suzanne Besse

NATIONAL ACCOUNT REPRESENTATIVE

Amy Bishop

WEBCAST NETWORK PRODUCER

Daniel Limbach

CIRCULATION ASSISTANT

Kathy Deuliis

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Celebrating firsts...

Last month we witnessed Kamala Harris sworn in as the first woman, Black, and South Asian American as the 49th Vice President of the United States by Supreme Court Justice Sonia Sotomayor, the first Latina to be named to the bench and just the third woman to be named to the high court.



In addition to celebrating these historic firsts, we wanted to draw attention to a couple of other remarkable women who broke through and shattered glass ceilings in their own way. For example, Flossie Wong-Staal, Ph.D., was a pioneering scientist at the NIH. She was a major figure in the discovery of HIV and the first to clone that virus. She was the first female in her family to attend university; she pursued both her undergraduate and graduate education at UCLA, earning a degree in bacteriology and a doctorate in molecular biology. Her contribution to the areas of bacteriology and retroviruses has been vital to understanding HIV and AIDS, and paved the way for later advancements. Unfortunately, she died July 8, 2020, from a pneumonia infection. She was 73 years old. We also want to recognize Jennifer Doudna, a biochemist, who along with Emmanuelle Charpentier, was awarded the Nobel Prize in Chemistry in 2020. She was one of the primary developers of CRISPR, a groundbreaking technology for editing genomes that offers the promise to put an end to diseases. These remarkable women's contributions to our industry are just two of the thousands of stories worth noting.

In 2019, PharmaVOICE made the decision to celebrate pioneering women throughout our community through our Woman of the Week or WoW podcast program. The uptake of this program by our audience, by both the women and the men — who are just as interested in elevating the conversation around equity in the workplace — has been beyond our wildest expectations. Over the past couple of years, we have had the privilege of speaking with more than 100 women leaders, entrepreneurs, scientists, commercial experts, technology pioneers, etc. from across the life-sciences spectrum. They have shared their career journeys, lessons learned, breakthroughs, and breakdowns as well as the wow moments that led to some of the most authentic transformative events in their lives and careers. (Check out the catalog of interviews at <https://www.pharmavoicel.com/wow-podcasts>.)

As a way to further capture the energy around this program, PharmaVOICE is hosting a full-day virtual program on March 3 featuring more than a dozen amazing women leaders as well as releasing an e-book anthology recapping our 2020 WoW participants. The event is scheduled to coincide with week-long activities associated with 2021's International Women's Day on March 8. For more information or to register, please go to:

We recognize there is still significant work to be done in terms of closing some of the gaps related to gender equity in the workplace, but for now let's celebrate all of the broken glass and those who are blazing new paths for future generations.

Taren Grom
Editor

Their word...

ROBIN ROBINSON
Senior Editor



The pandemic has forced marketers to shift to more digital and virtual strategies to reach important stakeholders and this is a transition that is unlikely to reverse.



KIM RIBBINK
Senior Editor

Healthcare is an in-demand space for investment, hitting \$80.6 billion in equity funding in 2020.

CAROLYN GRETTON
Features Editor



Despite a slowdown in 2020, the cell and gene therapy sector is poised for robust growth in the coming years, with 16 of the top 20 biopharma companies adding cell and gene therapy products to their rosters.

Coming in March

- Special issue: The Patient Voice
 - Patient Stories
 - Clinical Trial Trends
 - Commercial Trends
 - Patient Engagement Trends
- 20th Anniversary of PharmaVOICE
- Chief Patient Officers
- Patient Heroes
- Showcase:
 - Real-World Evidence