

# HBA's Rising Stars and Luminaries

The HBA's 2020 Rising Stars and Luminaries provide their insights on the trends they are tracking that they believe will impact the industry in the future.

In 2020, the Healthcare Businesswomen's Association is honoring more than 140 extraordinary women representing all facets of the life-sciences industry. These Rising Stars and Luminaries were selected by their organizations — HBA corporate partners — for their dedication to: being a role model to others, exemplifying leadership, exhibiting dedication to the healthcare and life-sciences industries, and being a true example of top talent.

These leaders have their finger on the pulse of what's happening not only in their companies but the industry. We wanted to tap into their expertise to get a snapshot of the trends that they are tracking that will impact their roles as well as the industry overall in the near- and long-term.

## Artificial Intelligence/Machine Learning



**Libby Driscoll — Luminary**  
VP, US Neuroscience Business Unit  
Lilly USA

We all can't go to medical school, let alone become specialists in every field of medicine. However, we may need access to a specialist in our lifetime. And there are billions of people around the world who may need access too. There is an opportunity to take the knowledge, learning, and experience of renowned medical specialists and bring their expertise to many more clinicians by providing decision support through artificial intelligence. At same time, we can use artificial intelligence to better understand the origins of disease and use this knowledge to develop new drugs and figure out who should receive them.



**Andrea Loewendorf — Rising Star**  
Head of US Neurology Access Strategy  
UCB

I think we're at the tipping point of being able to apply AI for better decision-making in a lot of different areas, yet I can see that we're stumbling over how to reorganize our business practices to enable this. I love a problem where we are challenged to rethink our traditional approaches.



**Anne Neal — Luminary**  
VP Product Management Assoc.  
Cognizant Technology Solutions

Data has been at the core of my career in healthcare IT coupled with a passion for data-related content and applications. Data itself is fascinating and I believe represents an exponentially powerful benefit to the human race. Couple this with making decisions based on data through trends such as artificial intelligence and machine learning, the possibilities are limitless.



**Rebecca Ruck — Rising Star**  
Executive Director  
Merck & Co.

Our ability to generate and capture large amounts of data, coupled with rapidly increasing computing power, is changing the way we do things. I am really interested to see how we can truly tap into predictive sciences to enable drug discovery and development. Can we do it faster? More efficiently? Will we be able to design drugs we never would have considered before?

## Breakthrough Medicines



**Charlotte Allerton — Luminary**  
Head of Medicine Design  
Pfizer

My interest in science has been motivated by a fascination in the art of drug design — and the tremendous impact it can have on society. But to achieve real breakthroughs, we need to take new approaches to the design and delivery of

medicines, often targeting biological pathways and mechanisms that no one has before, through collaborations across academia and industry.



**Laura Clague — Luminary**  
Chief Financial Officer  
Retrophin

At Retrophin, we come to work every day to do something extraordinary that can make a difference in the lives of people living with rare glomerular diseases, such as focal segmental glomerular sclerosis (FSGS) and IgA nephropathy (IgAN). We are driven to find treatments for these rare kidney disorders that may slow or stop the progression of disease.



**Suzanne Greenwood — Luminary**  
Senior VP, Commercial Solutions  
Eversana

I'm tracking changes in oncology treatment and delivery. As a healthcare professional by training, patient care has always been very important to me. The oncology landscape is changing quickly with sophisticated new treatments being approved, the implementation of alternative payer models, and the use of technology and telemedicine pilots. All of these initiatives have the potential to improve patient engagement, access, and ultimately, outcomes.



**Laurie Hill — Luminary**  
VP, Intellectual Property  
Genentech

We stand at the threshold of a transformation in medicine — one where every patient receives a personalized therapy. The innovation needed to make this a reality requires invention and investment. Such investment is enabled through robust protections for these future medicines in intellectual property law.

**Congratulations on this well  
deserved honor Sandra!**

**We are so proud of you!**

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**Woman of the Year**

**Sandra J. Horning, MD, FACP, FASCO**

Former CMO, Global Head of Product Development Genentech Roche  
Emerita Professor of Medicine, Stanford University

**Genentech**  
A Member of the Roche Group

## Change and Disruption



**Marion Chaplick — Luminary**  
Global Client Leader  
Publicis Health

In pharma, we often put out pieces of content that are static for a long time. But in our always-on, fast-moving world, relevancy is king and needs to be checked on a regular basis. To me, relevance is about content in context, and in my role, that's what it's all about.



**Cynthia McDonald-Everett — Luminary**  
VP, Global Value Access & Pricing  
Seattle Genetics

We are at risk of limiting our focus to the current state of healthcare: existing systems, stakeholders, channels, and specialties. Disruptors, such as Amazon or other tech companies, have a very different approach to problems and solutions. We can wait for them to reveal their strategies or we can outsmart them.



**Rebecca Quick — Rising Star**  
Head of US Strategic Partnerships  
Sanofi

Change is constant and will always happen. What is different today from five years ago or let alone 10 to 20 years ago is the rate at which change is occurring. To be successful, we must continuously keep our sights on the future, continue to look forward, and as leaders lean in and embrace change at every level instead of shying away from it. I actually love change and encourage those around me to embrace it with a mindset of opportunity and not fear. Keeping up with the pace of change requires us to be agile, adapt easily, and have confidence in challenging the status quo. Change establishes a framework of openness for growth and new opportunities.



**Jessica Williamson, Ph.D. — Rising Star**  
Protein Production Lead  
UCB

I network with others in my field and ask how others structure their workflow and tackle challenges. Protein production is a part of most pharmaceutical research and I am open to new ways of doing our work that is more efficient and engaging for my team and moves potential therapies through the pipeline faster.

## Clinical Innovation



**Rachna Dayal — Rising Star**  
Director Strategic Programs - Transforming Customer Experience  
Johnson & Johnson

I am tracking how technology and clinical innovation can converge to enable a better patient and care provider experience. Our healthcare industry is struggling to ensure it provides quality care to patients as efficiently as possible. This requires innovations that leverage new technologies to provide unique solutions to current problems. This highlights the need for broad collaboration across the tech and healthcare industries.



**Sandhya Girish, Ph. D. — Rising Star**  
Senior Director Global Head Oncology Clin Pharm  
Genentech

I am closely tracking model-informed drug discovery and drug development. This approach allows us to apply quantitative models to address important scientific and regulatory questions and enable decision-making. We are combining our insights from clinical trials with data from emerging areas and technologies like virtual clinical trials, real-world data, artificial intelligence/machine learning, genomics, etc. to accelerate drug development.



**Sora Lee — Luminary**  
VP and General Manager, Korea, APAC, Clinical Solutions  
Syneos Health

Clinical trials are rapidly evolving with the adoption of various technologies — eClinical tools, e-PRO, mobile apps/sensors — resulting in greater implementation of hybrid or virtual trials. This shift will make patients' participation easier and clinical trials more efficient. Experiencing the COVID-19 pandemic firsthand, clinical trial digitalization can accelerate drug development.

## Connected Health and Interoperability



**Jackie Ryan — Luminary**  
Executive Director Enterprise Financial Management  
Customer Success  
athenahealth

There is a lot of fragmentation among

healthcare systems today. Connecting the ecosystem through interoperability is critical to improving the quality, safety, and efficiency of the care we deliver to patients. The exchange of health information in a standard way will enable coordination across the care continuum and more accurate collection and interpretation of public health data.



**Dianne Yurek — Luminary**  
VP, Corporate Marketing  
Medidata, a Dassault Systèmes Company

Our industry is undergoing a digital transformation. Telehealth, remote care, and virtual trials underscore the value of data and technology in this connected health era. Patients are more engaged in their health, compliant with treatments, and actively contributing their data — now more than ever — to advance healthcare and prevent diseases.

## Consolidation



**Nicole Quon — Rising Star**  
Senior Director, Market Access Strategy and Operations US  
Market Access  
Ferring Pharmaceuticals

Organizations across the value chain continue to consolidate, e.g. payers with PBMs, hospitals with provider practices. We must treat this trend as more of an opportunity than a threat — by finding new ways to partner and bring value — so we can fulfill our ultimate goal of helping patients.



**Erika Tooman — Rising Star**  
VP, Associate General Council  
Curax Pharmaceuticals

My organization is a small pharma company focused in part on acquiring new products. Being ahead of the trends in M&A helps me to best advise my executive leadership team.

## COVID-19



**Anne Arvizu — Luminary**  
CEO  
RxER Communications

As a pharmacist and global medical affairs expert, I have been doing many interviews these past several weeks with regard to the actual facts of COVID-19 related illness, to help healthcare professionals stay informed and protected.



# Igniting change for healthier tomorrows.

Johnson & Johnson, along with our Employee Resource Group Women's Leadership & Inclusion, honors the important work of the Healthcare Businesswomen's Association.

Congratulations to all of the honorees including our own Elizabeth Forminard, Rachna Dayal and Brandy Pycz.

*Johnson & Johnson*



**Tara Capalbo — Luminary**  
VP, Marketing, Neuro/Uro Sales & Marketing  
**Allergan**

I believe COVID-19 will have a long-term impact on healthcare marketing — life will never be the same. As we social distance, we are mastering virtual engagement, evaluating new tactics and channels that we have not previously cultivated, magnifying the importance of collaboration and creative exchange. We will see the efficiencies of doing things in new ways or better appreciate previous means.



**Kelly Duffy — Rising Star**  
Division VP Core Laboratory Quality  
**Abbott**

During COVID-19, we want to ensure the safety of patients by understanding how regulators and healthcare can work together.



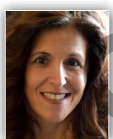
**Paige Kilian, M.D. — Luminary**  
Chief Medical Officer  
**Inovalon**

I am closely tracking COVID-19. I'm specifically paying close attention to the pandemic's impact on the U.S. healthcare system and communities, as well as Inovalon's associates and clients. COVID-19 represents an unprecedented state of affairs in our country and the support of all stakeholders, in varying capacities, will be required to effectively manage it.



**Nina Kirshenbaum — Rising Star**  
VP, Analytics Services  
**Crossix, a Veeva Company**

Like everyone else, I am focused on COVID-19 and how this pandemic will impact our industry and world for years to come. If you asked me a couple months ago, I would have said, I am tracking advanced analytics and data in healthcare. We have seen immense changes in how we reach patients and physicians in just a few years.



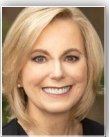
**Bari Kowal — Luminary**  
VP, Global Head, Clinical Project Management and Operations  
**Regeneron**

In the face of the COVID-19 pandemic, we understand now more than ever the importance of being nimble, creative, and solutions-oriented to respond quickly to address urgent patient needs. I feel fortunate to work at Regeneron, where these values are at the core of our day-to-day activities, especially in times of crisis.



**Megan Koczo — Rising Star**  
Regional Business Director for NY and CT  
**Intercept Pharmaceuticals**

The uncertain times brought upon us by the COVID-19 pandemic have reshaped the ways in which we think about engagement. Whether from our direct teams to our broader customer base, our industry is rising to the challenge to think about out-of-the-box ways to forge connectivity.



**Jenny Mattingly — Rising Star**  
Senior Director, Strategic Global Delivery  
**IQVIA**

COVID-19 has created so much uncertainty in our industry. What we do know is that the safety of clinical trial participants is our top priority. We also know that we have a commitment to keep momentum in clinical studies going. This means we will need creative solutions and change how things are done, including virtual trials and remote monitoring.



**Amy Park — Luminary**  
VP Sales, Pharma  
**Doximity**

The hottest topic is COVID-19. This could drastically change how brands communicate with doctors moving forward. I've seen a shift over time since I started my career as a Pfizer detail rep 20 years ago. Reps are still a mainstay for pharma companies, but we've seen field forces shrinking over time. Now, reps are unable to visit their customers. What will we learn from this?



**Leslie Pott — Luminary**  
VP, Communications  
**Novartis Pharmaceuticals**

It is fascinating to work in healthcare during a time of transformative change. COVID-19 will demand the acceleration of new ways of working and the use of technology. For example, telecommunication tools are accelerated in adoption, e.g. skype, Zoom, online consultation, telemedicine, e-prescription, online pharmacy/mail order.



**Dipthi Ramakrishnan — Rising Star**  
Director  
**PwC**

The coronavirus pandemic has completely changed the landscape of the world and times we live in. Being a consultant in the pharma and healthcare sector, I continue to seek opportunities to help my clients and my community by spreading

awareness, virtual assistance, and helping those in need, etc.



**Caroline Roan — Luminary**  
President, Pfizer Foundation, VP, Global Health and Patient Access  
**Pfizer**

We are in the business of health and have always been concerned about pandemic preparedness and global health security. The COVID-19 outbreak is a stark reminder of the need for strong, resilient health systems that meet all people's needs, including those of underserved populations.



**Celeste Roberts — Rising Star**  
Group Account Director  
**Intouch Group**

Like all of us, with this global pandemic, I'm curious to better understand the short- and longer-term impact on our culture, our relationships, the way we work, and how we consume goods and experiences. I'm hopeful we will learn how to be more connected, courageous, and kind.

## Customer Focus



**Rubie Adkins — Rising Star**  
Senior Area Sales Manager  
**Lundbeck**

I'm investing more time in understanding my customers' needs. Customers consist of my team members, fellow managers, other co-workers, friends, family, etc. Every interaction matters. Not rushing to judgment opens the door for creativity and enhanced collaboration. I'm listening more attentively to better understand what the customer truly needs. The goal of all interactions is to develop sustainable partnership relationships.



**Ashley Magargee — Luminary**  
VP, Head of Business Insights, Operations & Established Products  
**Roche**

We're in an era where we barely comprehend what's possible with data, analytics, and digital capabilities. We are at a place where just being product-focused is not enough. I'm tracking how customer-focused companies bring together insights to develop better products and more solutions to customers.



**Kim Martin — Luminary**  
VP, CNS Sales  
**Otsuka America Pharmaceutical**

The industry is evolving to more of a collaborative business rela-

Novartis Pharmaceuticals  
Corporation



## **Novartis Congratulates Nicole Renaud, our HBA Rising Star, Linda Armstrong and Leslie Pott, our HBA Luminaries— and all of the 2020 HBA Honorees!**

At Novartis, we harness the innovation power of science to address some of society's most challenging healthcare issues. Our researchers work to push the boundaries of science, broaden our understanding of diseases and develop novel products in areas of great unmet medical need. We are passionate about discovering new ways to improve and extend people's lives.

tionship with its customers. We, as an industry, need to bring value to our customers and patients. Healthcare providers' time is more limited and information is coming at them fast from multiple places. The pharmaceutical industry needs to ensure we bring the best information in the most digestible format at the right time so HCPs can identify the best medicine and resources for their patients at the right price.



**Liz Skrbkova — Rising Star**  
Associate Director —  
Commercial Business Unit  
Portfolio Communications  
Novo Nordisk

I create shared value, so consumer trends that show increasing expectations of companies to “do the right thing” make sense to me. It is a reminder to all of us working in the healthcare industry, consumers expect and gravitate toward companies that have sustainable environmental practices and support meaningful social issues.

## Data



**Tracy Blackwell — Luminary**  
Head of Creative, Cedar Knolls  
Fingerprint Marketing

I just discovered David McCandless' Information is Beautiful on Instagram — admittedly from tracking the coronavirus on social media — in which he displays data so it's easy to understand and truly beautiful. I'm always looking for ways to better communicate about health. We do a lot of great work, but the true test is whether people are able to connect with and understand the content we create.



**Tara Jones — Rising Star**  
Executive Director, Plant  
Manager  
Amgen

The growing use of real-world data to supplement clinical studies and support global labeling is exciting. As a leading biotech company, we see it as a great opportunity to accelerate access to life-saving medications for patients, as well as to ensure outcomes remain relevant under normal healthcare practices for patients living their true lives.

## Digital



**Lekeshia Bush — Luminary**  
Registered Manager Local  
Specialty  
Walgreens Boots Alliance

As we move forward with improving health access we must embrace tech-

nology to reach those beyond the walls of established healthcare facilities. At a minimum there should be at least one mobile device in a household, which could allow for greater touch points and even a global outreach opportunity. Telehealth/digital health is a potential lifeline for individuals with the greatest need.



**Marsie Genetti — Rising Star**  
Director, Pharmaceutical  
Solutions  
Navigating Cancer

We are looking options for tracking the quality of digital engagement following the upcoming restrictions announced by Google. It will be interesting to see how the industry shifts or turns to new digital platforms to allow for tracking in the absence of cookies.



**Elizabeth Gluck — Rising Star**  
Account Director  
Calcium

Telehealth has the potential to change the paradigm of care and improve patient experiences and access to care. As it becomes more of a norm in how patients seek treatment, we will want to help our clients adjust their strategies and messaging to reflect the change in behavior.



**Julie Hurvitz-Aliaga — Rising Star**  
VP, Social Media  
CMI/Compas

Now more than ever we look toward technology to help improve patient outcomes. From telehealth to connect with your HCP when one cannot physically get to an appointment, to social communities where one might look for support and comfort after a diagnosis, we are living in a world that is always on and always connected — with a plethora of resources at our fingertips around the clock. The challenge will be: as an industry, how do we keep up with this ever-changing landscape? How can we maintain authenticity? We must ensure we are making the best use of the resources we have, while not losing the human touch, which is far different than generations past.



**Jennifer Lee — Rising Star**  
VP, Client Services  
The Scienomics Group, an  
Omnicom Company

Digital transformation of peer-to-peer engagement, and the evolving role of pharma within it is a big trend. The way that future physicians engage with their peers, and seek out information, is changing so quickly. I'm excited to see how we adjust to meet and

exceed both their preferences and expectations, as HCPs and simply as consumers. Also curious to see how technologies like digital assistants can come into play.



**Martha Maranzani — Rising Star**  
Senior VP, Engagement Strategy  
Ogilvy Health

Voice technology is everywhere in our lives, and it is starting to make inroads into the healthcare space. Not only is voice-assisted healthcare technology beneficial to remote populations, it can be deliver information without the need for person-to-person contact, which is invaluable amidst our current outbreak of coronavirus.



**Krista McKee — Rising Star**  
Head Insights & Analytics  
Takeda Pharmaceuticals

Destruction of historical silos is a requirement for future success. Effective implementation of digital tools within an organization requires great cross-functional coordination, and it's imperative that we routinely and effectively implement these tools to be a leading organization.



**Anu Osinusi — Luminary**  
Executive Director, Clinical  
Research  
Gilead Sciences

While we remain glued to technology we still crave true human connection. The future lies in small, intimate digital spaces that allow for relevant, respectful, and supportive connections allowing like-minded people to truly be themselves, away from the toxicity that currently exists online.



**Audrey Pezzuti — Luminary**  
Chief Information Officer  
Health & Wellness Partners

I am continually monitoring advances in digital communication. I focus specifically on how these breakthroughs can be applied in our industry, to facilitate and enhance the distribution of medical information to key stakeholders.



**Raechelle Raimondo — Rising Star**  
Executive Director, Business  
Information Management  
Allergan

Computer systems assurance (CSA) applies modern concepts and critical thinking to system implementations to optimize the delivery of technology. This methodology enhances our business outcomes to benefit patient safety, product quality, and public health. We must

continue to evolve our practices to ensure life-sciences companies keep up with a changing industry and technology.



**Stephanie Revish — Luminary**  
VP, Financial Planning & Analysis  
Cardinal Health

The trends we are seeing around how work gets done are evolving quite rapidly no matter where you may find yourself in the healthcare industry. I am most tuned into the overall impact of digital transformation on people, processes, and technology. It will be essential that all professionals successfully up-skill to stay relevant as the industry continues to shift.



**Jodi Reynolds — Rising Star**  
Consulting Managing Director  
Deloitte

It's no secret the biopharma industry's early forays into digital engagement were far from glowing successes — apps had limited downloads, social media was limited due to compliance policies, etc. However, it is clear true digital solutions — not just new marketing tools — will be a critical part of the future of healthcare and the support the industry provides its customers. These solutions will complement medical and pharmaceutical treatments and, if done right, will improve patient outcomes and business results. However, doing it right will challenge the industry, biopharma companies will need to partner with new ecosystem stakeholders, leverage new data assets, break down operational silos, and evolve their approach to risk and compliance.



**Angela Yen — Rising Star**  
Associate Director,  
Computational Genomics for  
Genetic Therapies  
Vertex Pharmaceuticals

In the current COVID-19 outbreak, it is amazing to see the rapid and widespread adoption of online learning by educational institutions. I look forward to seeing if this results in widespread, permanent adoption by educators and students, an increased availability of high-quality online courses, and an improved regard for online learning from employers.

## Diversity & Inclusion



**Gwen Cummings — Luminary**  
Executive Director, Finance and  
Amgen Capability Center Site  
Lead  
Amgen

I am passionate about diversity and moving

along the continuum to inclusion and belonging. As a biotech company, we serve diverse patients. This makes it very important that we build a diverse and inclusive culture that promotes work quality, improves decision-making, enhances empathy, and makes for a better career experience for staff. We want to encourage everyone to bring their personal best to the team. To help drive a DI&B culture, our employee resource groups develop programming to promote professional development, to share personal experiences, and to celebrate holidays and other culturally significant events.



**Bina Nair — Rising Star**  
Senior Director, Global Quality  
Audit Leader  
Pfizer

In a connected and ever-changing world, diversity of thought, ideas, backgrounds, and conscious inclusion are increasingly critical to ensure organizations thrive and survive.



**Brandy Pycrz — Rising Star**  
Director Development  
Operations Management  
Johnson & Johnson

Achieving diversity and inclusion in the places we work is key for our continued success and the only way to achieve this in the near term is with enhanced focus on results instead of effort.



**Martina Ryall — Rising Star**  
VP Commercial Portfolio Mgmt.  
for Hospital Business  
Pfizer

Studies have shown that when there is a drive to achieve diversity and inclusion, business performance, colleague engagement, and innovation increases. We all must take diversity and inclusion to heart and act on it. I believe by individually taking steps to increase diversity and inclusion in your own team or environment, it motivates others to join in the effort. I am fortunate to see diversity and inclusion in action in Pfizer, #pfizerproud, and in my own team, the diverse mix of voices leads to better discussions, thought process, decisions, and engagement.



**Wendy Stein — Luminary**  
Senior VP & Site Head Roche  
Diagnostics Operations  
Roche Diagnostics

The top trend I am tracking right now is diversity and inclusion. Being an advocate, ally, and coach, I believe that building diverse teams and unlocking the potential of all people within our organization will be the power of the future.

## Drug Pricing



**Kimberly Baldwin — Luminary**  
VP, Franchise Head  
Neuroscience Business Unit  
Ipsen Biopharmaceuticals

The healthcare industry is undergoing a transformation, with policymakers, regulators, payers, hospital systems, and providers acting to contain costs while expanding access to quality care and driving innovation, resulting in a shift to new payment models and healthcare delivery.

## Employee Engagement



**Stacy Baldrige — Rising Star**  
Director, PMR Project Lead  
Purdue Pharma

The majority of my team has worked remotely for quite some time. With recent events, many more of our colleagues are working from home, which creates a unique team dynamic. This new challenge requires thoughtful planning to ensure team members feel included, stay connected and motivated, and maintain momentum while working outside of the traditional office setting. With high-priority projects and time-sensitive deliverables, team work is critical.



**Lisa Blevins — Luminary**  
Global Head of Organizational  
Development, Sanofi Genzyme  
Sanofi

People development is one of our greatest strengths, and learning plays a significant role in developing and preparing people for their next roles. Seeking new ways to maximize learning while not losing our focus on delivering for our patients is the ever-present challenge. We win when we achieve the best balance between work, learning, and life.



**Kristy Como — Rising Star**  
Director, Commercial Training &  
Development  
Eisai

With the rise of millennials in the workforce, it's necessary for us to recognize that there are unique generational differences, values, and viewpoints that exist. Our ability to further understand this will better equip us to more appropriately inspire and motivate our employees based on their individual beliefs.



**Nancy Fetrow — Luminary**  
VP, R&D Project Management  
CSL Behring

Developing and delivering medicines to patients is hard work. The

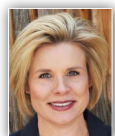


science is complex, the external environment can be challenging, and managing time zones and work/life balance of employees can be difficult — to name a few factors that litter any given day. To be successful, we need people. We need people that are inspired, skillful, innovative, collaborative, and generous. I believe that in all we do, if we don't invest in people, we will never, together, reach our true potential.



**Denise Flanagan — Luminary**  
Executive Director, Regulatory Affairs, CMC  
Shionogi

Working in a global company, it is very important to maintain global alignment on key issues. This presents opportunities to share resources and knowledge, which not only brings global organizations closer, but helps to identify gifts and talents of colleagues that can be shared and utilized. I look for ways to enhance this sharing of talents.



**Carrie Greer — Rising Star**  
Regional Business Director - Northern Plains  
Novo Nordisk

Although there are many business trends I follow, the most important is that of engagement of employees. Highly skilled people, if engaged, will do amazing things. My team's level of engagement, as well as their teams, is the most valuable resource I have.



**Vicki Guida — Rising Star**  
Senior VP, Global Sales  
Atlas

Our world is changing quickly and companies need to prepare and adapt. Technology advancements, globalization, and demographic changes all contribute to this phenomenon. As a leader in my organization and advisor to our customers, we need to start making incremental shifts as this is not only a physical change, but a cultural change that that will drive greater innovation.



**Mary Jo Mullen — Luminary**  
VP, Managed Care  
AMAG Pharmaceuticals

Since we already have good gender balance, our Women's Network chose to ask our female employees what they needed. That is, what support was needed to succeed/exceed in their roles and better prepare them for promotions/career paths. Results were quite clear, they needed help understanding what to do to advance their careers. We put a volunteer six-month learning program in place. We are tracking results of that program to un-

derstand what is impactful. The program focuses on strategies to accelerate career mastery, mobility, and momentum. We assist them in defining their leadership brand and creating a plan to communicate their talents and shape how they are perceived within the organization. Early program feedback is quite positive.



**Tiffany Murphy — Rising Star**  
VP Sales, North America  
Beckman Coulter, a Danaher Operating Company

Engaged teams routinely perform at higher levels, inspire others, and are motivated to achieve personal and professional growth. I strive to improve engagement and associate retention scores as an effort to build the best team and attract new talent. Effective communications through multiple vehicles, with efforts to present the "why" decisions are made, have a significant and positive impact on engagement.



**Michelle Rodriguez — Rising Star**  
Senior Director, Quality Operations  
Teva Pharmaceuticals

The way we work has changed overnight. The top trend at this time is how we secure critical medication for patients while we adapt to a different way of working. Having a workforce that is flexible and cross-trained will be critical to ensure a supply of critical medication. We are tracking new ways of doing business, reducing complexity, and making quick, safe decisions that will ensure the safety of our patients and our associates.



**Kate Rushton — Rising Star**  
Head of Talent Acquisition  
Rubius Therapeutics

We have created a captivating employer brand that represents what it is truly like to work at Rubius. We have an incredible culture that our employees, or Rubies, reflect as the voice of our brand strategy. There is no better way to engage candidates than to see the company through the lens of the people who work there.



**Stephanie Saunders — Rising Star**  
Director, Human Resources  
Cardinal Health

The world is constantly evolving and as an HR professional I believe it is our responsibility to stay on top of the latest trends related both to our function and the businesses we support. Specifically for HR, I believe we need to focus more on data and analytics and

begin to provide insights to our business leaders that will help them prepare for tomorrow. Business leaders need to have the latest information at their fingertips regarding employee engagement, attrition, talent, and culture — we can and should be the enablers of that information.



**Bonnie Welsch — Luminary**  
Chief Operating Officer  
Health & Wellness Partners

As chief operating officer at HWP, it's my job to make sure all of our teams work together as effectively and efficiently as possible. A key contributor to this is employee satisfaction, so I'm always on the lookout for new ideas, e.g. team-building, creative benefits, etc.

## Gender Parity



**Jennifer Breuer — Luminary**  
Partner and Deputy Practice Group Leader  
Faegre Drinker Biddle & Reath

The trend I am focused on remains the recruitment and retention of women. We have policies in place to assure that women are considered for leadership positions and a thoughtful election process that has created a board comprised of just more than 50% women. To keep these tools working, we need a continuing pipeline of smart, talented, and innovative women who will make the most of the opportunities and develop the skills to lead.



**Tanusha Dutta — Rising Star**  
Director, Clinical Data Management  
LabCorp/Covance

As a core committee member of our Women's Empowerment network (WEN), India Chapter, I have been involved with several trend-setting initiatives that emphasize diversity and inclusion in the workplace. One such initiative that I am spearheading is the Prospective and Returning Mothers Program, a framework to better integrate women coworkers to jumpstart their careers after a break. Diversity advances change and innovation. Today, it is imperative to have women at the table. As women leaders, it is our responsibility to uplift our female coworkers and create opportunities to inspire, motivate, support, connect, create value, and make a difference. I strongly believe in the saying: "Empowered women empower women."



**Nicola Kayel — Luminary**  
VP Marketing, Salix  
Bausch Health

Women are effective and productive in positions of leadership,

# ON BEHALF OF EVERY RUBY,

Rubius Therapeutics congratulates Kate Rushton on her HBA Rising Star Award! Not only are you a rising star, but we also think you're a gem! Thank you for your dedication to Rubius and for being our cultural touchstone!

**Red blood cells are no longer just for carrying oxygen.**

**At Rubius, we are transforming them into medicines.**



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however they don't often take on senior roles. The challenge to organizations is continuing to engage, empower, and develop female talent in terms of their leadership skills so their emerging female leaders are confident and feel ready when an internal opportunity arises. Although gender equality in STEM (science, technology, engineering, mathematics) careers has come a long way, I feel a personal responsibility to narrow the gap within the pharmaceutical industry.



**Georgia Lehoczky — Luminary**  
Regional Healthcare Director  
Walgreens Boots Alliance

We have arrived at a time where equality is a fundamental part of our evolution. Respect for one another at all levels, including in the workforce, is paramount for the success of any enterprise. It's our responsibility as leaders to move the needle and to cooperate in making gender parity possible.



**Soo Son — Luminary**  
Director, Business Transformation  
GlaxoSmithKline

As we celebrate the 100th anniversary of women's right to vote in the United States, we are reminded how far we have come and the opportunities that still lie ahead. From the latest Lean In Women in the Workplace survey, if we could get to parity of women being promoted to first-line manager, we would promote more than 1 million women over the next five years. We can do it.

## Leadership



**Kristen Cardillo — Rising Star**  
VP, Communications and Public Relations  
BD

One of the top trends my team and I pay close attention to is the changing expectations around companies and their CEOs taking a stance and speaking up, not only on industry topics, but on matters important to society. We are also regularly seeking new and better ways to connect and engage audiences through social and digital channels.



**Anja-Alexandra Duenne, M.D. — Rising Star**  
Head of Medical Affairs Pharma International  
Roche

There is a shift from expert leadership to enterprise leadership in order to master the

unprecedented complexity of challenges and opportunities in healthcare and humankind.



**Leigh Householder — Luminary**  
Executive VP, Managing Director, Innovation and Insight,  
Syneos Health Communications  
Syneos Health

The future is gray and female. This is the inevitable, invisible trend that's about to change everything: a demographic flip. Longer life spans and lower fertility rates are altering the fundamental makeup of our communities and countries. Innovators and leaders around the world are preparing for the 100-year life, with new approaches to everything from healthcare delivery to home design to revenue ingenuity.



**Wendy Short Bartie — Luminary**  
Associate VP  
Merck & Co.

The concept of inclusive leadership is dear to me because I firmly believe inclusive leadership is grounded in individual leaders demonstrating empathy, having humility and while empowering others, making sure everyone is paying attention to diversity of thinking and providing an atmosphere where people feel safe and comfortable speaking up.

## Mindfulness



**Amy Inzanti — Luminary**  
Group Senior VP, Strategy, Research and Insights  
Marina Maher Communications

Within communications, we've been examining and adapting how brands and companies can and should behave and pivot in this COVID-19 world. But for healthcare specifically, we know patients, caregivers, and HCPs are all seeking a return to their routine — their normal. One of the key trends emerging is how can we apply mindfulness, mind management, and calm in an uncertain world.

## Nutrition



**Susan Mitmesser, Ph.D. — Luminary**  
VP, Science and Technology  
Pharmavite

I am closely tracking personalized nutrition. Personalized nutrition is such an important and impactful component of nutrition science. It is forcing us to take a cross-discipline approach to research — looking beyond simply what we eat and determining an effect, and looking into adjacent disciplines — sleep science, exercise physiology,

behavior science that spans the spectrum from digital data collection, biological data, to concierge medicine. No two diets are the same; to help people understand their individual needs, technology needs catch up to allow for quick and easy testing that leads to identifying and filling the nutritional needs of individuals.

## Patient-Centricity and Health Consumers



**Elizabeth Beaulieu — Rising Star**  
Senior Manager, eCommerce Category Activation  
Bayer U.S.

The ever-evolving consumer shopper journey is a trend I'm tracking. Technology continues to influence the way we receive and digest information. This has major impacts on the touchpoints along a consumer shopper journey, which is changing at lightning speed. Consumers expect more from brands and platforms. To improve consumer experiences we must optimize for these changes that will drive confidence with our brands.



**Clarissa Cooblall — Rising Star**  
Associate Director, Scientific & Health Policy Initiatives  
ISPOR — The Professional Society for Health Economics and Outcomes Research

A trend I have been tracking is patient-engagement and patient centricity in health economics and outcomes research (HEOR). The patient perspective is continuously sought in many disciplines worldwide, including the healthcare research and decision-making processes. It is imperative to create an environment where patients are valued for their knowledge and expertise and able to provide meaningful engagement. This allows patients to have the opportunity to be included in scientific discussions, make informed decisions about their care, address unmet needs, and improve health outcomes globally.



**Ann Hartry — Luminary**  
VP, Evidence Strategy and Communication  
Lundbeck

Patient-centricity will fundamentally shift how we conduct the science and business of healthcare. When we center our work on the patient, we elevate our understanding of the unmet need, we deepen our scientific strategy, and we ensure the meaningfulness of treatment. When treatment is meaningful, patients benefit,

providers are satisfied, cost-effectiveness is achievable, and companies thrive.



**Liz Croft Richards, M.D. —  
Rising Star**  
VP, Global Medical Affairs  
**Incyte**

Often teams talk about their dedication to the patient or use patient-centricity as a model or motivator for their work. However, reaching the right people and defining meaningful endpoints and experiences that really matter to patient communities requires actual engagement — speaking to patients and patient advocacy groups, and asking the right questions. These conversations can be as granular as discussing clinical trial design or as expansive as getting advice on digital learning platforms. Regardless of the program, hearing directly from patients and applying that learning, is a huge opportunity for pharma to enrich the work we do and improve outcomes.



**Anne Marie Dallaire —  
Luminary**  
Associate VP, Head of Boosters,  
Travel & Endemic Franchise  
**Sanofi Pasteur**

Patients are taking ownership of their healthcare journey as access to data, technology, and points of care increase. Healthcare providers such as pharmacists have met the demands for convenience, fast, and cost-effective care. Embracing this growing complexity requires flexibility and adaptation of historical business approaches across the full healthcare continuum.



**Peyton Howell — Luminary**  
Chief Commercial and Strategy  
Officer  
**Parexel**

Today, more than ever, there is urgency to expedite the process of drug development. To accomplish that we need all aspects of drug development to be adapted to the patient journey, starting with patient-focused protocol design, adaptive trials, decentralized clinical trials; more community-based sites and even consider new support services to facilitate the patient experience. If we are truly patient-centric we will ensure that drugs are developed in a way that the evidence and health outcomes can support appropriate patient access and reimbursement. Patient-centric is not a buzzword or fad to me, drug development needs to fundamen-

tally change in how we create new advances in patient care.



**Marissa Nolan, Ph.D. —  
Rising Star**  
VP, Group Scientific Director  
**The Lockwood Group**

There continues to be a focus on patient-centricity. Whether that be through plain-language summaries of clinical data, collaborations with advocacy groups, or tailored programs, the end result is an increase in patients' voices being considered by the healthcare community.



**Desiree Priestley — Rising Star**  
Director, Patient Support  
Strategy & Insights  
**Otsuka America Pharmaceutical**

Data and insights across the patient journey inform what metrics really matter to improve the complete patient experience, from diagnosis through maintenance. The newly available data, along with the use of AI, will allow organizations to move toward understanding and improving individual patient experiences, which will optimally lead to better health outcomes.

## PIONEERING A PATH FORWARD

At Intercept, we keep people at the center of all we do. We're dedicated to building a healthier tomorrow for people with progressive non-viral liver diseases.

Learn more about us at  
[interceptpharma.com](http://interceptpharma.com)

**Intercept**

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**Jennifer Stephenson — Rising Star**  
Senior Director, Strategic Account Management  
VMS BioMarketing

Our focus is empowering patients to successfully start and stay on therapy. How we do that is through growing a patient's knowledge, confidence, and awareness of the therapy he or she is taking. While quantitative data can be derived from this, it is often the connection that is made between a nurse and a patient that leads to the success. This connection is personalized and individualized, which can be hard to quantify with data.



**Martine Zimmermann — Luminary**  
Senior VP, Global Regulatory Affairs  
Alexion Pharmaceuticals

Patient-centricity means not just thinking about how to develop new products and new features. It means reaching out to patients early and considering treatments that will help them in whatever situation they find themselves in and influence corporate decision-making.

## Precision and Personalized Medicine



**Aruna Ayer — Rising Star**  
Director of Research, Roche Sequencing Solutions  
Roche Molecular Solutions

Early detection is key to managing and curing most diseases. So technologies that can enable early diagnosis can truly be life-saving. I follow the technology trends in sequencing and molecular diagnostics.



**Ana Oromendia — Rising Star**  
Director, Business Analytics  
Medidata, a Dassault Systèmes Company

As an industry, we have promised precision medicine for years. I feel we are finally starting to see data and technology solutions that enable widespread implementation. I am particularly interested in novel uses for -omic data, such as its implementation within clinical trials for discovery, and its integration with real-world (EHR) data.



**Gretchen Smythe — Rising Star**  
Associate Director Onivyde  
Oncology Marketing

## Ipsen Biopharmaceuticals

As someone impacted by cancer and working in oncology, I'm constantly tracking advances in targeted therapies and approaches to individualized treatments. Advances in medicine are getting us closer to tailoring each patient's treatment plan, and I have hope that we can deliver more meaningful moments for people impacted by cancer.

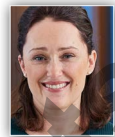
## Sustainability



**Ellen Kondracki — Luminary**  
VP, Sustainability and EHS  
Sustainability  
BD

Sustainability is a fairly new field itself, so as we have worked to build the organization I've sought out capabilities from other functions, bringing in people with the right diversity of thought. This can be a new career path for women in other disciplines — from R&D to marketing — oftentimes one they hadn't considered before.

## Technology



**Melissa Easy — Luminary**  
VP, R&D Solutions  
IQVIA Technologies

Digitalization and innovation are no longer buzzwords. Bringing products to market in a new way is a challenge and a great opportunity. The industry is shifting to the personalization of platforms. Me and my team are here to assist with that step forward, and we're excited about what the future holds.



**Tracy Picon — Rising Star**  
Senior Industry Executive,  
Microsoft Health and Life Sciences  
Microsoft

I am currently tracking the trend of accessible technology adoption in the healthcare space, as well as identifying technologies that need to be created to empower every person on the planet. By ensuring that Microsoft's customers and partners build accessibility into their software products, we can ensure that all users can benefit from the software, regardless of their physical or mental abilities.



**Caroline Redeker — Luminary**  
Senior VP, Corporate Development  
Advanced Clinical

We need to ensure we remain a contributing leader in our industry for innovative ways to conduct research, connect with patients, and address industry challenges.



**Mary Varghese Presti — Luminary**  
VP, Life Sciences Offering Management  
IBM Watson Health

We need to enable the four Ps in healthcare — preventive, predictive, personalized, and precise. This will be done through the application of real-world data and extraordinary technologies. Healthcare is becoming increasingly connected and increasingly complex. With electronic health record adoption behind us, the focus is on unlocking, linking, and optimizing data to drive change. With the broad proliferation of data, advanced analytics, and unprecedented investments in digital health, the industry is at an inflection point that is both exciting and a critical call to action.

## Value



**Meghan McDonald — Rising Star**  
Manager  
ZS Associates

I spend most of my time thinking about value and access and cell and gene therapies. In particular, I'm keeping a close eye on how our global healthcare industry is adapting to paying for, and providing access to breakthrough and potentially life-saving therapies. As an industry, it's critical that we work together to find ways to incentivize, and pay for innovation in a more sustainable way.

## Virtual Trials



**Mary-Lynn Fulton — Luminary**  
Executive Director, Clinical Trial Management  
Vertex Pharmaceuticals

With the growing focus on patient-centricity, clinical trial design is changing to incorporate virtual study assessments that can be done at a patient's home using technologies and services such as eConsent, ePRO, wearables, telemedicine, and home health visits. The COVID-19 pandemic, where patients may no longer be able to visit their research centers for study visits, will likely accelerate this transition. <sup>PV</sup>

# Rising Stars



**Rubie Adkins**  
Senior Area Sales Manager  
Lundbeck  
**Trailblazer: Eternal Optimist**  
I encourage others to work through ambiguous situations rather than being defeated. My glass is always half full.



**Nancy Alvandi**  
Executive Director, Medical Affairs  
Avanir Pharmaceuticals



**Aruna Ayer**  
Director of Research, Roche Sequencing Solutions  
Roche Molecular Solutions  
**Leadership Style: Strategic & Task-Oriented**

As a leader, it is important to strategize and create a vision. Then it becomes easy to intellectually inspire and challenge everyone to drive toward that vision.



**Stacy Baldrige**  
Director, PMR Project Lead  
Purdue Pharma  
**Leadership Style: Collaborative**  
Effective collaboration is critical to achieving goals for any organization. In a constantly evolving environment, building and maintaining relationships with team members and stakeholders is at the core of leading a successful team.



**Kathryn Bassett**  
Site Operations Manager  
RB



**Elizabeth Beaulieu**  
Senior Manager, eCommerce Category Activation  
Bayer U.S.  
**Leadership Style:**

**Transformational**  
We are constantly seeking better ways to get things done. When earned, I have a high degree of trust in my team and encourage them to find ways to improve delivery to our consumers, customers, and stakeholders.



**Lauren Bieber**  
National Sales Director  
RB



**Paulann Buczek**  
VP, Account Group Supervisor  
Havas Health & You



**Mercedes Cardenal**  
Global Finance Lead, Hospital Business  
Pfizer



**Kristen Cardillo**  
VP, Communications and Public Relations  
BD

**Leadership Style: Results-Driven**

I have high expectations for myself and my team because our work helps to shape how others experience our company. We focus on ensuring all of our work is directly aligned to advance the company's strategy, culture, and purpose. While we take our work seriously, we try not to take ourselves too seriously. I believe in creating an inclusive environment where we can all be real and bring our whole selves to work.



**Kristy Como**  
Director, Commercial Training & Development  
Eisai

**Leadership Style: Empowering**

I encourage team members to be active contributors and help to generate ideas that influence decisions that impact and benefit the organization.



**Clarissa Cooblall**  
Associate Director, Scientific & Health Policy Initiatives  
ISPOR — The Professional Society for Health Economics and

**Outcomes Research**

**Leadership Style: Collaborative**

For effective and efficient results, it is important to build strong relationships, work cross-functionally, encourage open-mindedness, and appreciate others' knowledge and experience.



**Liz Croft Richards, M.D.**  
VP, Global Medical Affairs  
Incyte

**Leadership Style: Transformative**

True leadership requires self-awareness and

the focus to surpass expectations, regardless of the circumstance.



**Rachna Dayal**  
Director Strategic Programs-Transforming Customer Experience  
Johnson & Johnson

**Trailblazer: Ingenious**

I do not easily accept the answer "this is how it's always been done." I challenge the status quo with the aim to create a better future.



**Amanda DeBrule**  
Director Integration Services Operations  
athenahealth

**Leadership Style: Collaborative**

Listening to others and being open to making adjustments builds trust, which is essential to success.



**Courtney DeNitizio**  
Talent Management Lead, Global HR  
Takeda Pharmaceuticals



**Anja-Alexandra Duenne, M.D.**  
Head of Medical Affairs Pharma International  
Roche

**Leadership Style: Scaling**

**Leadership**

I surround myself with colleagues, who could replace me or become my future line manager.



**Kelly Duffy**  
Division VP Core Laboratory Quality  
Abbott

**Trailblazer: Motivator**

I support women's leadership through establishing connections worldwide.



**Tanusha Dutta**  
Director, Clinical Data Management  
LabCorp/Covance

**Trailblazer: Go-Getter**

I believe in venturing outside of my comfort zone, challenging the status quo, taking chances, learning from my mistakes, and persevering until I achieve my goals.



**Carlene Esposito**  
Associate Managing Partner  
TBWA\WorldHealth



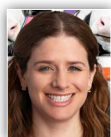
**Marsie Genetti**  
Director, Pharmaceutical Solutions  
Navigating Cancer  
Trailblazer: **Pause and Think**

With the demands on our time and the need to respond quickly, it still pays off to take a moment to pause and think before acting to prevent constant reaction.



**Sandhya Girish, Ph.D.**  
Senior Director Global Head  
Oncology Clin Pharm  
Genentech  
Leadership Style: **Purposeful & Visionary**

I have a strategic and compelling vision for my group and try to articulate my vision and inspire others. As an outspoken strategic leader I always try to bring my authentic voice to decision-making on the portfolio and always strive for a deep sense of purpose.



**Elizabeth Gluck**  
Account Director  
Calcium  
Leadership Style: **Collaborative & Authentic**

It is important to me to empower the people I work with to be leaders, and for our agency process to be truly collaborative to deliver the best client end product.



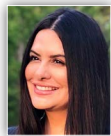
**Carrie Greer**  
Regional Business Director-  
Northern Plains  
Novo Nordisk  
Leadership Style: **Servant & Authentic**

When we are authentic with our people and serve them to the greatest of our abilities, they apply the greatest discretionary effort.



**Vicki Guida**  
Senior VP, Global Sales  
Atlas  
Leadership Style: **Authentic & Accountable**

As a leader, the development of other leaders is paramount. Authenticity and accountability will drive the trust, passion, and hard work needed for success.



**Jale Guner**  
Senior Director, Clinical Operations  
Retrophin



**Kayla Hirsch**  
VP Marketing  
Magellan Rx Management



**Julie Hurvitz-Aliaga**  
VP, Social Media  
CMI/Compas  
Leadership Style: **Relatable & Compassionate**

It is a priority of mine to make time for my team and mentees. I am a firm believer in treating folks how you want to be treated. Throughout my career, the leaders I have always admired have been understanding, relatable, and supportive. As a leader now, I mentor my team to never lose sight of our compassionate side, while still maintaining our individual and strong leadership styles.



**Audra Jones**  
Area Director Customer Experience  
Ortho Clinical Diagnostics



**Tara Jones**  
Executive Director, Plant Manager  
Amgen  
Leadership Style: **Coach**

I have a passion to mentor each team member to continuously improve. I strive to recognize each individual's aspirations and skills and align them with the business need to position us collectively for success.



**Nina Kirshenbaum**  
VP, Analytics Services  
Crossix, a Veeva Company  
Leadership Style: **Results-Oriented**

My focus is on client results, and I find people do their best when they feel ownership and are trusted to do their work.



**Megan Koczo**  
Regional Business Director for NY and CT  
Intercept Pharmaceuticals  
Leadership Style: **Lead by Example**

In order to lead, you must share an understanding of your team's challenges and demonstrate by example ways to problem-solve and achieve results.



**Jennifer Lee**  
VP, Client Services  
The Scienomics Group, An Omnicom Company  
Trailblazer: **Catalyst**

I am driven by creating exciting, more im-

passionate solutions, never wanting to settle for "what we've always done."



**Charelle Lewis**  
Head of Commercial and Medical Affairs, Vaccines Tech  
GlaxoSmithKline  
Leadership Style: **Connector**

I am a true believer that we can accomplish more together than we could ever do on our own.



**Andrea Loewendorf**  
Head of US Neurology Access Strategy  
UCB  
Leadership Style: **Open, Courageous, and Holistic**

I am a critical thinker who helps others see the connection between the dreams and the details.



**Martha Maranzani**  
Digital Engagement and Content Strategy  
Ogilvy Health  
Leadership Style: **Free Range**

Allowing employees to learn by doing rather than telling them what to do helps grow their confidence in addition to their skillsets.



**Kendra Martello**  
Executive Director, Public Policy and Corporate Social Responsibility  
Mallinckrodt Pharmaceuticals



**Jenny Mattingly**  
Senior Director, Strategic Global Delivery  
IQVIA  
Leadership Style: **Servant Leadership**

Effective leadership and influencing across the organization is about building relationships, where we serve others while still achieving our business goals.



**Meghan McDonald**  
Manager  
ZS Associates  
Leadership Style: **Authentic & Trustworthy**

I strongly believe that authenticity and trust are foundational to strong leadership, so aspire to show up as my authentic self every day, and to build trust through every interaction.



**Krista McKee**  
Head Insights & Analytics  
Takeda Pharmaceuticals  
Trailblazer: **Curious, Unsatisfied**

Be dedicated.  
Be inspired.  
Be proud.

2020 Woman of the Year Award Recipients



**WOMAN OF THE YEAR**  
Dr. Sandra J. Horning  
Former, Roche  
Genentech



**HONORABLE MENTOR**  
Dr. Rod MacKenzie  
Pfizer



**STAR**  
Susan Torroella  
ArmadaHealth

*Congratulations*

Pharma **VOICE**



I always want to learn. I learn not just to understand but to also ask, “what can we do better?”



**Rebecca Meisberger**  
**Director - Real World Evidence**  
**Eli Lilly and Company**  
**Trailblazer: Activator**

I work to activate people and develop networks to drive impact through a diverse and inclusive workforce.



**Tiffany Murphy**  
**VP Sales, North America**  
**Beckman Coulter, A Danaher**  
**Operating Company**  
**Leadership Style:**

**Transformational Pacesetter**

I lead high-performing teams by clearly communicating future vision, aligning cross-functional goals to corporate initiatives, and supporting innovative thought while driving accountability.



**Bina Nair**  
**Senior Director, Global Quality**  
**Audit Leader**  
**Pfizer**  
**Leadership Style: Affiliative**

I want to understand what drives my team members so they can deliver to the best of their abilities. Supporting their needs makes my leadership more effective.



**Simone Naruhn**  
**Director, Analytical Services,**  
**Quality**  
**CSL Behring**



**Lisa Nelson**  
**Senior Director, US Public Policy**  
**Bristol Myers Squibb**



**Marissa Nolan, Ph.D.**  
**VP, Group Scientific Director**  
**The Lockwood Group**  
**Leadership Style: Teamwork**

Not only can I rely on my team members, but they rely on each other, leading to successful collaborations.



**Ana Oromendia**  
**Director, Business Analytics**  
**Medidata, a Dassault Systèmes**  
**Company**  
**Leadership Style: Authentic**

**Transformation**

I believe in inspiring my team to constantly innovate. I am dedicated to understanding and leveraging everyone’s strengths to find new solutions for the greater good.



**Meredith Owen**  
**Senior Group Director, Analytics**  
**W2O Group**  
**Leadership Style: Galvanizing**

Our industry moves really quickly, and it’s important for my team to feel a sense of urgency as well as feel enabled to get things done.



**Amanda Paley**  
**Director Strategic Solutions**  
**Clinical Research**  
**AiCure**



**Tracy Picon**  
**Senior Industry Executive,**  
**Microsoft Health and Life**  
**Sciences**  
**Microsoft**  
**Leadership Style: Collaborative & Strategist**

My leadership style is one that always starts from a place of assuming the best of intentions. Collaboration allows for growth and perspectives we may not have encountered otherwise. Strategy enables fast failure and strong success.



**Desiree Priestley**  
**Director, Patient Support**  
**Strategy & Insights**  
**Otsuka America Pharmaceutical**  
**Leadership Style: Passion**

I lead with my heart and understand that I’m not perfect. I consistently work to be better for my team and the patients who we serve.



**Brandy Pycrz**  
**Director Development**  
**Operations Management**  
**Johnson & Johnson**  
**Trailblazer: Gentle Challenger**

I am not afraid to ask tough questions and know that this is a valuable way to move everyone forward.



**Rebecca Quick**  
**Head of US Strategic**  
**Partnerships**  
**Sanofi**  
**Leadership Style: Inspirational**

I am committed to inspiring and motivating my teams to innovate and grow. I cultivate a transformative culture that embraces change to advance Sanofi’s goals and objectives.



**Nicole Quon**  
**Senior Director, Market Access**  
**Strategy and Operations US**  
**Market Access**  
**Ferring Pharmaceuticals**  
**Leadership Style: Empathetic Accountability**

I try to understand other perspectives and explain why so that people are motivated to deliver results.



**Raechelle Raimondo**  
**Executive Director, Business**  
**Information Management**  
**Allergan**  
**Leadership Style: Authentic**

I create engagement and commitment by building trust through empathetic listening and following the golden rule: treat others the way you want to be treated.



**Dipthi Ramakrishnan**  
**Director**  
**PwC**  
**Leadership Style: Passion**

My colleagues and teams describe me as someone who leads with passion. I motivate my team through positive energy and encouragement.



**Nicole Renaud**  
**Senior Investigator I (research,**  
**chemical biology and therapeutic,**  
**data science group leader)**  
**Novartis Pharmaceuticals**



**Jodi Reynolds**  
**Consulting Managing Director**  
**Deloitte**  
**Leadership Style: Collaborative**

The best results are achieved and teams are happiest when employing a collaborative mindset — showing team members that we are in it together and by teaming with peers to bring the best thinking to bear.



**Celeste Roberts**  
**Group Account Director**  
**Intouch Group**  
**Leadership Style: Authentic &**  
**Empowering**

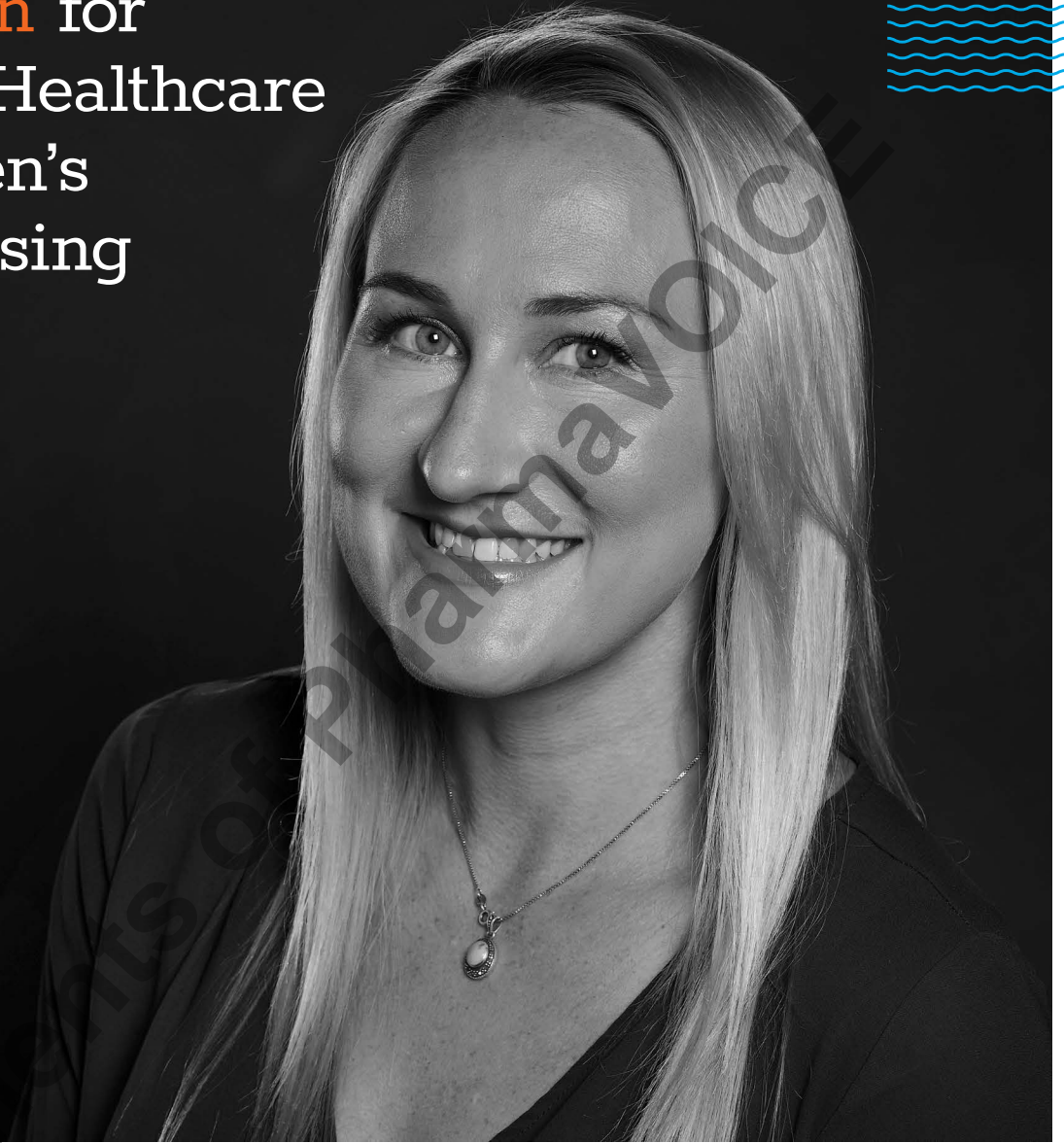
I strive to authentically bring my whole self to my work, and create an inclusive environment that empowers others to contribute and bring their best as well.



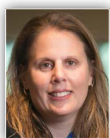
**Michelle Rodriguez**  
**Senior Director, Quality**  
**Operations**  
**Teva Pharmaceuticals**  
**Leadership Style: Inspirational**

I believe the keys to success in any organization are robust, simple processes and people. Having the right people in the right roles who are motivated and inspired by what they do every day results in sustainable results in the organization, even in unpredictable times.

Congratulations to W2O's  
**Meredith Owen** for  
receiving the Healthcare  
Businesswomen's  
Association Rising  
Star Award!



Meredith represents a rare talent in our industry. Not only has she been a critical leader on many of W2O's largest client accounts, but she serves as a trusted advisor to external and internal teams alike. She's helped W2O advance our proprietary data and analytics platform, and is universally beloved by her team and colleagues. She is truly a rising star in our industry and we couldn't be more proud!



**Rebecca Ruck**  
Executive Director  
Merck & Co.

**Trailblazer: Conviction**

I hold incredibly strong beliefs on science and people and use them to drive innovation and culture.



**Kate Rushton**  
Director, Talent Acquisition  
Rubius Therapeutics  
Leadership Style: Genuine & People-Developer

I am a positive person who believes that great leadership and a team's success is based on honest relationships where we can challenge and grow together.



**Martina Ryall**  
VP Commercial Portfolio Mgmt. for Hospital Business  
Pfizer

**Leadership Style: Empowering & Transparent**

Empowering colleagues increases exponentially the overall impact a team can have. It is personally rewarding for me to see a team develop and grow more confident in their abilities and give more back to the business. I am a transparent and approachable leader, as I believe that this leads to strong communication and trust within a team.



**Stephanie Saunders**  
Director, Human Resources  
Cardinal Health

**Trailblazer: Curiosity**

I am always asking "why" and pushing to understand how we can do things in new or better ways.



**Erika Tooman**  
VP, Associate General Council  
Currax Pharmaceuticals  
Trailblazer: Instinct

I have been told many times that my ability to see actions/events coming before they occur is paramount to being the first to act or being the best prepared to react.



**Liz Skrbkova**  
Associate Director —  
Commercial Business Unit  
Portfolio Communications  
Novo Nordisk

**Leadership Style: Engaging Entrepreneur**  
I'm a risk-taker and big-picture thinker who leads with an open mind and an open heart. And I love a tight deadline.



**Gretchen Smythe**  
Associate Director Onivyde  
Oncology Marketing  
Ipsen Biopharmaceuticals  
Leadership Style: Impassioned

I am incredibly proud and passionate about the work I do every day. Through my impassioned leadership and commitment to doing the right thing, I get to be part of something bigger than myself — improving patient lives.



**Jennifer Stephenson**  
Senior Director, Strategic  
Account Management  
VMS BioMarketing  
Leadership Style: Authentic & Strategic

I stay true to myself, while also holding the values of the clients we serve and the company I work for at the forefront of decision-making.



**Carolina Valoyes**  
Executive Director, Quality  
Boehringer Ingelheim  
Leadership Style: Coach

I believe success in an organization comes from having teams that can rely on the contributions of each member. I see myself as a coach because I like to help people maximize their contributions. One of the greatest things to experience is seeing people we work and being successful and enjoying the work they do.



**Kristen Venettone**  
VP, Sales  
Doximity



**Zeynep Waelchli**  
Senior Technology Consulting  
Executive, Managing Director  
Accenture  
Leadership Style: Action-Oriented

I strongly believe that a diverse team with different skills and ideas creates innovation and actions to reach the desired outcomes.



**Jessica Williamson, Ph.D.**  
Protein Production Lead  
UCB Biosciences  
Trailblazer: Say Yes

I embrace opportunities outside my comfort zone; connecting to new people and broadening my knowledge of our company and community.



**Angela Yen**  
Associate Director,  
Computational Genomics for  
Genetic Therapies  
Vertex Pharmaceuticals

**Leadership Style: Supportive & Focused**  
I empower my team by focusing us on areas of greatest value and supporting them in what they need to thrive.

# HBA Luminaries



**Charlotte Allerton**  
Head of Medicine Design  
Pfizer  
Leadership Style: Empowering & Authentic

Helping to create a culture in which colleagues from many scientific backgrounds feel empowered to do their best work in creating breakthrough medicines, while also learning, developing, and feeling supported, is an important part of my role.



**Linda Armstrong**  
Respiratory Development Unit  
Head  
Novartis Pharmaceuticals



**Anne Arvizu**  
CEO  
RxER Communications  
Leadership Style: Visionary

The definition of vision is being able to see something that is better for the world and championing that vision forward, by example, hand to plow, toward that greater goal so that people want to come along and help.



**Kimberly Baldwin**  
VP, Franchise Head  
Neuroscience Business Unit  
Ipsen Biopharmaceuticals  
Leadership Style: Authentic & Collaborative

I strive to create an authentic work environment founded on shared values. I focus on cultivating a team dynamic to foster an empowering, innovative, and loyal employee experience, which defines our success. I believe the best leaders serve their teams and I trust my team to deliver on our commitments.



**Kathy Bardeen**  
VP of Product Delivery and Consulting  
LexisNexis Risk Solutions Health Care



**Bridget Bilodeau**  
Senior Director, Global Customer Service Operations  
Integra LifeSciences



**Tracy Blackwell**  
Head of Creative, Cedar Knolls  
Fingerprint Marketing  
Leadership Style: Connector

I love connecting people with opportunity and seeing them thrive in ways that surprise them.



**Lisa Blevins**  
Global Head of Organizational Development, Sanofi Genzyme  
Sanofi  
Leadership Style: Inclusive

Sharing the future vision and inviting people to join in shaping their future unlocks creative paths forward, even when the challenge is difficult.



**Jennifer Breuer**  
Partner and Deputy Practice Group Leader  
Faegre Drinker Biddle & Reath  
Leadership Style: Collaborative

I find the best results come from having a plan, and then listening to others to improve on that plan to most effectively and efficiently achieve the desired results.



**Lekeshia Bush**  
Registered Manager Local Specialty  
Walgreens Boots Alliance  
Trailblazer: Servant Leadership

Understanding and yielding to being led by the needs of others is paramount to keeping pace with the changing landscape of healthcare. Positioning myself in the community as a resource and thought leader is necessary to making servant leadership contagious, which will lead to securing future leaders for years to come.



**Tara Capalbo**  
VP, Marketing, Neuro/Uro Sales & Marketing  
Allergan  
Trailblazer: Talent Magnet

My reputation as an empowering, enthusiastic, positive leader allows me to hire the best people and let them fly. The current environment magnifies the extraordinary human beings I have the privilege of leading alongside.



**Andrea Caruso**  
VP, Corporate Development  
Integra LifeSciences



**Marion Chaplick**  
Global Client Leader  
Publicis Health  
Leadership Style: Kindness

Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind. For me, kindness is a frame that I put around every conversation, which means leading with empathy and an approachable style that helps facilitate a deeper connection. Plus, it's just the right thing to do.



**Laura Chenoweth**  
Deputy General Counsel  
Pfizer



**Laura Clague**  
Chief Financial Officer  
Retrophin  
Leadership Style: Servant Leadership

The fundamentals of this leadership style are the empowerment and development of people; I have been fortunate in my career to work with leaders who empowered and developed me, so from early on I've strived to pay it forward.



**Angel Cooper**  
VP, Global Portfolio and Program Manager  
Mallinckrodt Pharmaceuticals



**Gwen Cummings**  
Executive Director, Finance and Amgen Capability Center site lead  
Amgen Inc.  
Leadership Style: Engaged

Understanding what specifically motivates teams and individuals, communicating

transparently, and fostering collaboration empowers everyone to succeed.



**Anne Marie Dallaire**  
Associate VP, Head of Boosters, Travel & Endemic Franchises,  
Sanofi Pasteur  
Sanofi

Leadership Style: Transformative & Catalyst

I strive to balance empowerment with performance by leveraging my teams' strengths. I have a relentless curiosity and desire to challenge the status quo to develop a culture where people feel safe to take responsible risks and are excited to co-create.



**Emily Doyle**  
Chief Human Resources Officer  
Strongbridge Biopharma



**Libby Driscoll**  
VP, US Neuroscience  
Eli Lilly and Company  
Leadership Style: Inclusive

As someone who has moved around a lot in my life and career, I was often the person who was different from the group. I became astutely aware when others felt left out and work hard every day to create an environment where everyone feels welcomed, valued, respected and heard.



**Gina Dunsmuir**  
VP, Associate General Counsel  
Ortho Clinical Diagnostics



**Melissa Easy**  
VP, R&D Solutions  
IQVIA Technologies  
Trailblazer: Transparent & Collaborative

It's essential as a leader to get to know your team and to share what you expect from them. This environment creates a culture of collaboration, and you can always create more together than you can on your own.



**Nancy Fetrow**  
VP, R&D Project Management  
CSL Behring



**Denise Flanagan**  
Executive Director, Regulatory Affairs, CMC  
Shionogi  
Leadership Style: Sincere & Inclusive

Inclusive

Everyone's knowledge and experience should be respected and heard because in doing so, everyone's strength is uniquely recognized.



**Elizabeth Forminard**  
General Counsel  
Pharmaceutical Group  
Johnson & Johnson



**Nancy Forrest**  
VP, Development & Commercial  
Alliances  
Bristol Myers Squibb



**Teri Foy**  
Senior VP, Immuno-Oncology  
and Cell Therapy  
Bristol Myers Squibb



**Mary-Lynn Fulton**  
Executive Director, Clinical Trial  
Management  
Vertex Pharmaceuticals

#### Leadership Style: Authentic & Empowering

I am a genuine and inclusive leader who promotes high team performance by empowering employees to deliver top results while supporting their career advancement.



**Jill German**  
President, Roche Tissue  
Diagnostics  
Roche Molecular Solutions

#### Leadership Style: Authentic & Inclusive

Authenticity is the foundation of trust and creative solutions are born by including a diversity of thought, experience, and skill.



**Melanie Gloria**  
Senior VP, R&D Operations  
Horizon Therapeutics



**Suzanne Greenwood**  
Senior VP, Commercial  
Solutions  
Eversana

Each member of a team brings her own set of skills and areas of expertise. I like to support and enhance her strengths, and together, identify opportunities for growth to help her succeed within the team and on her own.



**Adriana Guana**  
VP, Medical Strategy & Scientific  
Affairs  
LEO Pharma



**Ann Hartry**  
VP, Evidence Strategy and  
Communication  
Lundbeck

#### Trailblazer: Navigator

I navigate my team toward our goals, using strategy as my compass and passion for patients as my fuel.



**Laurie Hill**  
VP, Intellectual Property  
Genentech

#### Leadership Style: Transforming & Courageous

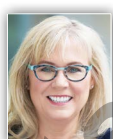
Being part of creating and delivering game-changing innovation that improves and saves lives is what brings me to work every day.



**Leigh Householder**  
Executive VP, Managing  
Director, Innovation and Insight,  
Syneos Health Communications  
Syneos Health

#### Leadership Style: High Expectation & Higher Advocacy

I am an inspirational Kaospilot. I'm committed to helping people do things they're afraid of. It starts with a simple truth: if it's not clear who's in charge, you are.



**Peyton Howell**  
Chief Commercial and Strategy  
Officer  
Parexel

#### Leadership Style: People-First

My success is completely due to the teams I have been part of and the talented individuals who I have worked with. As leaders, I believe our primary job is to clear obstacles and provide authentic support so that team members can reach their full potential.



**Amy Inzanti**  
Group Senior VP, Strategy,  
Research and Insights  
Marina Maher Communications

#### Trailblazer: Insights-Based

#### Thinker

I leverage data, research, emerging trends, and insights to get ahead of the curve and shape the future.



**Nicola Kayel**  
VP Marketing  
Salix, Bausch Health

#### Leadership Style: Inclusive

Inclusion is at the core of interactive leadership, it is important to encourage others to have a say in determining strategy. Participation increases support for the decisions ultimately reached and reduces the risk that ideas will be undermined.



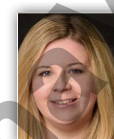
**Marie Keeley**  
VP, Biopharma  
Solutions  
Baxter International



**Paige Kilian, M.D.**  
Chief Medical Officer  
Inovalon

#### Trailblazer: Champion & Advocate

I am driven by a mission to improve healthcare, particularly for those who are underserved due to social, economic, or other determinants.



**Ellen Kondracki**  
VP, Sustainability and EHS  
Sustainability  
BD

#### Trailblazer: Curiosity

I'm curious. It's always been my nature to keep pulling the thread on an idea to see what value and opportunity can come from thinking in new ways. It's inherent to the work we do in sustainability, and has always been something that defined some of my significant career moves and accomplishments.



**Marni Kottle**  
VP, Public Affairs  
Gilead Sciences



**Bari Kowal**  
VP, Global Head, Clinical Project  
Management & Operations  
Regeneron Pharmaceuticals

#### Leadership Style: Value-Driven

Science is our guiding principle and I lead with values that support courageous and collaborative scientific exploration.



**Sora Lee**  
VP and General Manager,  
Korea, APAC, Clinical Solutions  
Syneos Health

#### Leadership Style: Democratic

#### Achiever

With collective intelligence, we can create better solutions with colleagues' buy-in. I enjoy building effective teams that get the job done.



**Georgia Lehoczky**  
Regional Healthcare Director  
Walgreens Boots Alliance

#### Trailblazer: Catalyst for Change

I see ahead what needs to be done and I put in place all of the resources to make change happen.



**Linda MacDonald**  
VP and Chief Operating Officer  
Avanir Pharmaceuticals



**Ashley Magargee**  
VP, Head of Business Insights,  
Operations & Established  
Products  
Roche

**Leadership Style: Catalyst**

I work with brilliant people, and I like to bring their collective genius together for great impact.



**Kim Martin**  
VP, CNS Sales  
Otsuka America Pharmaceutical  
Leadership Style: Authentic &

Providing genuine feedback shows you care and helps others grow and achieve their goals.



**Cynthia McDonald-Everett**  
VP, Global Value Access &  
Pricing  
Seattle Genetics  
Leadership Style: Collaborative

**& Curious**

Leading with curiosity allows others to recognize one can't know everything and we need each other. Collaboration creates synergy and can be replicated by teams project by project — again and again.



**Susan Mitmesser, Ph.D.**  
VP, Science and Technology  
Pharmavite  
Trailblazer: Health &  
Well-Being

I believe nutrition is a way to proactively take control of your health and well-being. A healthy diet can have significant and long-term effects on chronic diseases. This gives me purpose in all I do — personally and professionally.



**Mary Jo Mullen**  
VP, Managed Care  
AMAG Pharmaceuticals  
Trailblazer: Brave

I'm not afraid to challenge the status quo. To activate real change, you must do the homework so your plans are based on fact. You need to gain consensus from top to bottom within the organization. This requires conveying your passion for your plan, conveying why it is good for the company, and have a thorough plan for execution. You need to determine a realistic timeline and deliver your message with confidence. After securing approval, make sure you are diligent

in your execution while you track and boldly communicate measurements of success.



**Anne Neal**  
VP Product Management Assoc.  
Cognizant Technology Solutions  
Trailblazer: Champion

I believe that talented individuals given the right opportunity can do incredible things together. In my experience, healthcare IT is an ideal place for individuals to innovate and create solutions that positively impact people's lives. I am committed more than ever to be a champion for individuals who can make a difference.



**Anu Osinusi**  
Executive Director, Clinical  
Research  
Gilead Sciences  
Leadership Style: Coach

I want to open hearts and doors to unlock potential as each person has a reservoir of talent that can be developed.



**Amy Park**  
VP Sales, Pharma  
Doximity  
Leadership Style: Authentic

Being authentic is one of the most important — and easiest — things we can do as leaders. It's a principle that I've held in high regard my whole career. I appreciate authenticity in others and believe it fosters mutual respect.



**Audrey Pezzuti**  
Chief Information Officer  
Health & Wellness Partners  
Leadership Style:  
Entrepreneurial

I give my staff a clear project objective, and the freedom to arrive at the best approach for achieving the goal.



**Leslie Pott**  
VP, Communications  
Novartis Pharmaceuticals  
Leadership Style: Collaborative

I am an empowering leader driven by purpose, who demonstrates courage, authenticity, and creativity for business results and team development.



**Caroline Redeker**  
Senior VP, Corporate  
Development  
Advanced Clinical  
Leadership Style: Relationship-

**Driven**

To be a great leader, we need to embrace that people are different and come from different

perspectives. If you only have one style, then you will attract a group of people who gravitate to that style. If you understand the people you are leading, and listen to them, then you will be able to reach different types of people based on what motivates them and their learning style. When individuals feel respected for who they are and are allowed to be their best, they will follow you as a leader.



**Kristen Reimers**  
Senior VP Specialty Clinical  
Solutions  
Magellan Rx Management

**Leadership Style: Authentic**

Leading by example, supporting and empowering, along with unwavering determination and positively coaching have helped me through my career to successfully inspire individuals and teams.



**Stephanie Revis**  
VP, Financial Planning &  
Analysis  
Cardinal Health

**Leadership Style: Authentic & Empowering**

Being an authentic leader creates an inclusive environment where everyone feels more confident unleashing the best and most genuine version of themselves.



**Caroline Roan**  
President, Pfizer Foundation,  
VP, Global Health and Patient  
Access  
Pfizer

**Leadership Style: Empowering & Empathetic**

I believe in my team and want to empower them with the knowledge, support, and tools they need to serve the patients who depend on us. And, in order to empower them I believe we have to be empathetic leaders, seeking to understand their reality, and of course, the reality of the patients we seek to serve.



**Jackie Ryan**  
Executive Director Enterprise  
Financial Management  
Customer Success  
athenahealth

**Leadership Style: Authentic & Transparent**

I believe being true to yourself and others is key to earning the trust and respect of your team and colleagues.



**Christina Scully**  
VP, Internal Manufacturing &  
Supply Quality  
Bristol Myers Squibb



**Neha Sheth**  
Executive Director Risk  
Management and Benefit Risk  
Astellas Pharma US



**Wendy Short Bartie**  
Associate VP  
Merck & Co.  
Leadership Style: **Inspirational  
& Motivational**

I am honored to work in an industry where I can make a difference in people's lives. It is my responsibility to inspire others through authentic and honest communications and by demonstrating vulnerability.



**Soo Son**  
Director, Business  
Transformation  
GlaxoSmithKline

Leadership Style: **Multiplier**

Seeing the genius in everyone I work with and helping team members become the best version of themselves is truly rewarding



**Wendy Stein**  
Senior VP & Site Head Roche  
Diagnostics Operations  
Roche Diagnostics  
Trailblazer: **Coach**

I started a coaching pilot, now leveraged globally, that holds all individuals as creative, resourceful, and whole.



**Mary Varghese Presti**  
VP, Offerings, Life Sciences  
IBM Watson Health  
Leadership Style:  
**Transformational & Inquisitive**

I am attracted to complex problems, and I build teams to solve big problems. I believe it is important to invite intellectual curiosity, foster extreme comfort with ambiguity, and rally the team around a clear north star vision.



**Sepideh Varon**  
VP, Global Health Economics  
and Outcomes Research  
Allergan



**Bonnie Welsch**  
Chief Operating Officer  
Health & Wellness Partners  
Leadership Style: **Empowering**

I identify talent and give them the training and tools they need to succeed. Then I get out of their way.



**Dianne Yurek**  
VP, Corporate Marketing  
Medidata

Leadership Style: **Empowering**

My role as a leader is to set a clear vision then inspire, engage, and empower my team.



**Martine Zimmermann**  
Senior VP, Global Regulatory  
Affairs  
Alexion Pharmaceuticals

Leadership Style: **Visionary**

My ability as a leader is to be adaptive and inspire others while being open and honest to the team on expectations.

## Caroline Redeker

### Leading Through Understanding and Listening



Helping to identify and create leaders is a passion for Caroline Redeker. She encourages her team members to embrace outside-the-box thinking to redefine their career path strategies, noting that doors open wider to those who learn multiple functions, contribute to projects that cross departments or functions, work in different types of companies, or cultivate a broad knowledge base of the industry — especially if they exhibit leadership behavior.

To be a great leader, Caroline says, it's important to recognize that people are different and offer unique perspectives.

"As a leader I strive to understand people and listen to what they have to contribute," she says. "This allows me to connect with different types of personalities based on what motivates them and their learning style. When individuals feel respected for who they are, and are allowed to provide their knowledge and opinion, they will follow you as a leader."

Caroline describes herself as forward-think-

ing and as someone who is always focused on what's next. In her nearly 30-year career on the service side of the industry, she has always been driven to provide something better year after year for customers. In her role as senior VP of corporate development, Caroline is focused on innovation and efficiencies across divisions and functions. "We are all motivated to meet our goals of providing a better clinical experience for customers, and providing hope to clinical trial participants, their families, and clinical research professionals in search of their next career position," she says.

As a mentor, Caroline thrives on helping people consider other perspectives and navigate challenges while keeping the big picture in mind. "My most rewarding situations have been to watch teammates gain the confidence or accomplish what others could already see in them, even before they could see it in themselves," she says. "I am also very fortunate to work with a great team of people in a rewarding company culture."

Being named an HBA Luminary has great significance because it demonstrates that the company leaders feel she has contributed to advancing other women's careers, served as



LUMINARY

**CAROLINE REDEKER**  
Senior VP, Corporate Development  
Advanced Clinical

I have an open mind, desire for knowledge, thirst for change, and a need to explore.

a role model, and demonstrated transformational leadership. "It's a feeling of combined humility and accomplishment — it's a great honor," she says. <sup>PV</sup>

# Kristen Cardillo

## Engaging Audiences Through Storytelling



**A**fter looking up to many recipients of the HBA's Rising Star award as role models over the years, Kristen Cardillo is incredibly honored to have been named a Rising Star by BD. "It's exciting and humbling to now be among this group and receive this recognition," she says.

Kristen is passionate about the power and potential of communications to drive results, enhance BD's reputation, and influence behaviors and attitudes. "One of the most rewarding aspects of leading the communications function at BD is the role the team plays in discovering — and telling — stories that engage audiences and bring to life the heart of the company and its people," she says.

Kristen says strategic communications are especially important during times of change, having guided multiple companies through challenges and opportunities created by large-

scale transformation, including mergers and acquisitions.

As a leader, Kristen describes herself as results-driven. "I have high expectations for myself and my team because our work helps to shape how others experience our company," she says. "We focus on ensuring all of our work is directly aligned to advance the company's strategy, culture, and purpose."

While Kristen and her team take their work very seriously, they try not to take themselves too seriously. "I believe in creating an inclusive environment where we can all be real and bring our whole selves to work," she says.

Kristen loves building teams that bring out the best in people to accomplish goals.

One of the top trends Kristen and her team are paying close attention to is the changing expectations around companies taking a stance on industry topics, as well as matters important to society. "Increasingly, research shows that internal and external stakeholders are looking for companies to use their voice to lead change," she says. <sup>PV</sup>



**RISING STAR**

**KRISTEN CARDILLO**  
VP, Communications and Public Relations, BD

I believe in creating an inclusive environment where we can all be real and bring our whole selves to work.

# Ellen Kondracki

## Sustainability for the Future



**L**eading sustainability for a healthcare company combines the best of two very important missions for Ellen Kondracki: addressing the health of people and protecting the environment for generations to come. As VP of sustainability and EHS sustainability, Ellen and her team are focused on addressing the wide range of challenges facing the industry, society, and the planet. "We often think about the business role in addressing climate change as reducing the carbon footprint, but there will be an impact and considerations for our supply chains far greater than what we've traditionally focused on," she says.

Ellen believes those companies that can be a step ahead in anticipating and addressing those impacts will be more resilient in the long term. "Sustainability is a fairly new field, so as we have worked to build the organiza-

tion I've sought out capabilities from other functions, bringing in people with the right diversity of thought," she says.

Ellen notes this is good advice to keep in mind because one's career is not often what was planned after college. "Your career will take twists and turns, look for the opportunity and new challenges in things that come your way and be open to change," she suggests.

In terms of her own career, Ellen says working at BD has given her the opportunity to do work that she loves, which is why it's an absolute honor to be named an HBA Luminary. "To be recognized for my contributions to the company has given me a chance to reflect on the fulfilling career I've had thus far, and it's been exciting," she says.

Naturally curious, Ellen has always seen the value in the opportunities that can come from thinking in new ways. "This is inherent to the work we do in sustainability, and has always been part of what has defined some of my significant career moves and accomplishments," she says. <sup>PV</sup>



**LUMINARY**

**ELLEN KONDRACKI**  
VP Sustainability and EHS Sustainability, BD

Your career will take twists and turns, look for the opportunity and new challenges in things that come your way, and be open to change.

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# Julie Hurvitz Aliaga

## Making Sure Every Voice Is Heard



Since joining CMI/Compas just more than three years ago, Julie Hurvitz Aliaga says not only has she found her voice, her voice is heard, which demonstrates the respect employees have for each other. “This type of culture empowers everyone to be better teammates and leaders,” she says.

“At CMI/Compas, we are an organization that supports, employs, and grows strong women, and to be selected this year as an HBA Rising Star is such an honor,” Julie says. “I feel an even greater duty to continue to show up as a role model every single day for the other women in my organization. This is an obligation that I don’t take lightly. I look forward to continuing to grow as a leader and to help others grow alongside me.”

CMI/Compas, a WPP company, focuses on core service offerings of audience strategy and nonpersonal promotion strategy, planning, buying, and customer insights, and performance management/precision analytics. As VP, social media, Julie has expanded her team from three people to a group of more than 40 in the past three years.

“When I started on this journey, my dream was to build and grow a team of passionate and future leaders who specialized in social media and healthcare,” she says. “I have been able to handpick talented team members who have strong, positive values. Throughout the process, I have formed great relationships. I hold an all-team meeting once a month and having watched our team grow from four, to six, to eight, to 10, to 40 has been so special. We all care and learn from one another. There is a great deal of respect and we know we have one another’s backs if we ever need help. This is the team I wanted to build, and I feel lucky to be surrounded by great people and talent. It’s truly the best part of my job.”

As part of her own per-

sonal development, Julie is invested in and committed to helping other women navigate their own career paths. “Far too often women look at one another as competition, and it is important to look at one another as sisters and friends,” she says. “This is something I strive to teach my daughter daily from a young age. If we lift each other up, the sky is the limit. We have far too much to overcome just being a woman in a leadership role; we need to make way for all the rising stars to come.”

In addition, as a working mom of three, Julie makes a point to showcase how women can work smarter, ensuring a more effective work-life balance.

“My door is always open to the women — and men — on my team, and hopefully I am serving as a role model to them by leading strongly and with empathy,” she says.

For Julie, the best parts of mentoring are the advantage of learning from one another and watching team members develop no matter what stage they are in their career.

“Through mentoring, we can all help each other rise up to be the best professional — and personal — versions of ourselves,” she says.

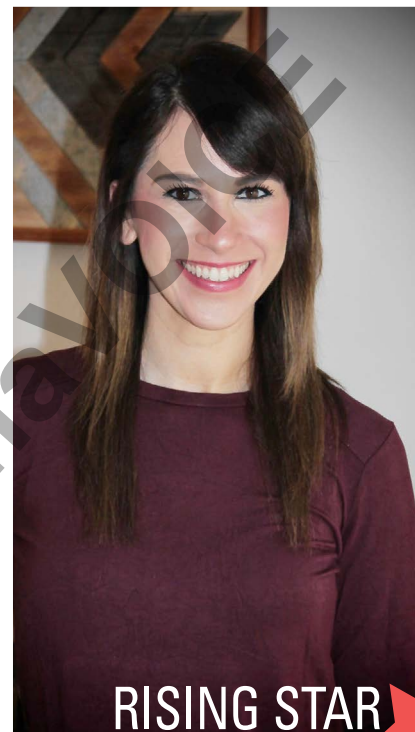
Mentoring is also key to good leadership, Julie says, noting that to be a strong leader, it’s important to be part of a group of strong leaders and role models.

She describes her leadership style as relatable and compassionate, and she always makes time for her team and mentees.

“Throughout my career, the leaders who I have always admired have been understanding, relatable, and supportive,” she says. “As a leader now, I mentor my team to never lose sight of their compassionate side, while still maintaining their own individual and strong leadership styles.”

Reflecting on her own career journey, Julie offers practical advice to those who are just starting out in their own careers.

“Never feel that your voice is not important, and always stand up for yourself,” she says. “As a young professional, and especially as a woman, we can face circumstances where we feel as though we don’t have a voice.



### RISING STAR

**JULIE HURVITZ ALIAGA**  
VP, Social Media  
CMI/Compas

Women need to support women. If we lift each other up, the sky is the limit.

“It is easy to go with the flow and hope that circumstances will improve, but I have found that the key is to not stay complacent,” Julie continues. “Instead, it’s important to stand out from the crowd and speak up if you have something interesting to contribute and let your voice be heard.”

She says it’s also common for young professionals to feel intimidated when joining a new organization. “They need to remember that they were hired because someone recognized something in them,” Julie says. “My advice is to learn as much as you can, and share your gifts with your peers, bosses, and clients.

“Intimidation is tough to overcome, especially early on in one’s career,” she adds. “It’s important to remember to step outside of your comfort zone and know that no one knows it all. It’s okay to ask questions and make mistakes. This is how we all learn and grow.”



RECOMMENDED READING

# Nina Kirshenbaum

## Puzzle Solver



**A** results-oriented leader, Nina Kirshenbaum is focused on client results. “I’ve always loved puzzles,” she says. “Using analytics to answer business questions is like solving a puzzle for clients. I’ve worked with several clients over a multi-year period and have seen how leveraging advanced analytics can impact the business.”

As VP, analytics services, at Crossix, Nina notes that there have been immense changes in how companies reach patients and physicians in just the last few years. Further, she predicts this trend, as well as the use of advanced analytics and data in healthcare, will continue to evolve rapidly for several years to come.

As part of the Crossix team, Nina is dedicated to help marketing be more effective to improve health outcomes. She is driven to glean insights from connections between prescription, OTC, CPG, clinical, medical

claims, hospital, consumer, and media data, with privacy safeguards.

As a leader, Nina empowers her teams to take ownership believing that this trust in their capabilities and skills yields the best outcomes for clients. “I’ve learned to focus on what matters, which comes with experience,” she says.

Nina is also invested in making sure team members have the appropriate opportunities for future growth.

“It’s incredibly rewarding working with my team as they advance in their careers,” she says. “I’ve developed meaningful friendships with my team members, and as much as I teach them, I always learn something new from them. Some of my most memorable experiences are helping team members find positions — even outside of my own team.”

Her desire to give back stems from the positive experiences she has had with mentors over the years.

“I’ve had some phenomenal female role models throughout my career who have greatly



### RISING STAR

**NINA KIRSHENBAUM**

VP, Analytics Services, Crossix, a Veeva Company

Using analytics to answer business questions is like solving a puzzle.

impacted my professional and personal life, and I want to pay that forward,” Nina says.

She is grateful to be recognized as an HBA Rising Star, and to work with talented colleagues at Crossix and across the industry. <sup>PV</sup>

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## Sandhya Girish, Ph.D.

### Leading with a Strategic and Compelling Vision

#### Genentech

A Member of the Roche Group

**B**eing at the forefront of implementing innovative and state-of-the-art clinical pharmacology strategies for personalized treatment is deeply satisfying for Sandhya Girish, Ph.D.

As a senior director and senior scientist at Genentech, Sandhya is focused on applying the principles of clinical pharmacology and model-informed drug discovery and development. This approach allows researchers to combine knowledge about drug pharmacokinetics and metabolism with quantitative models to address important scientific and regulatory questions such as what dose/schedule would be most effective in treating patients? This also allows for decision-making by a combination of insights from clinical trials, in-silico trials, real-world data, genomics, and beyond.

She leads by articulating a strategic and compelling vision to her team to inspire them

to achieve their goals. “As an outspoken strategic leader, I always try to bring my authentic voice to decision-making regarding our portfolio of development projects,” Sandhya says. “Additionally, I always strive for a deep sense of purpose in everything I do.”

She loves being part of an energetic and passionate team that is truly committed to shaping the future of medicine.

Sandhya is humbled and thankful to be named an HBA Rising Star by Genentech, especially to be counted alongside other outstanding women in the company. “I can only reflect on the amazing impact my family, team members, peers, mentors, and role models have had on me over the years and I feel grateful for their support,” she says.

To broaden the careers of those she leads, Sandhya first hires very talented people and then creates highly visible opportunities for them. She also encourages, empowers, and inspires them to tackle complex drug development issues. “I believe in developing myself and mentoring others in my group so we can



RISING STAR

**DR. SANDHYA GIRISH**

Senior Director/Senior Scientist,  
Genentech

I enjoy being part of an energetic and passionate team that is truly committed to shaping the future of medicine.

all grow and develop in our respective roles and contribute to the high impact of the medicines we are investigating,” she says. <sup>PV</sup>

## Laurie Hill

### A Catalyst for Opportunities

#### Genentech

A Member of the Roche Group

**T**he deepest satisfaction for a mentor or sponsor is being part of someone else’s journey to become her best self. That’s how Laurie Hill, VP, intellectual property, at Genentech, views her role as a mentor.

One of the ways Laurie likes to widen the career path for other women is to expand on the opportunities that come her way to include those around her. “A speaking engagement on a complex business issue or membership on a key committee can be an amazing catalyst for other new opportunities,” she says.

The best part of her job, Laurie says, is creating high-performing teams comprised of diverse and talented professionals and turning them loose to reach heights previously thought to be unattainable. “To create, innovate, and explore new vistas of possibility with these fearless teams makes every day exciting and energizing,” she says.

As a leader she tries to be two things: transformative and courageous. “Being part of an organization dedicated to creating and delivering game-changing innovations that improve and save lives is what brings me to work every day,” Laurie says. “I am completely energized and committed to boldly trying, failing, and trying again until we make that new horizon in medicine real and accessible to patients in need.”

A key part of her role is protecting Genentech’s investment in transformational medicine through intellectual property law. “In my role, I work to ensure that the intellectual property system is future-proofed to incentivize the continued development of life-changing medicines,” she says.

Laurie is both humbled and honored to be named an HBA Luminary by Genentech, saying one of the many things she loves about the company is its unwavering commitment to diversity and inclusion. “Because of this commitment, there are talented female leaders across all functions and levels of the organiza-



LUMINARY

**LAURIE HILL**

VP, Intellectual Property, Genentech

To create, innovate, and explore new vistas of possibility with fearless teams makes every day exciting and energizing.

tion,” she says. “To be recognized among such a wonderful pool of leaders makes this award very special indeed.” <sup>PV</sup>

# Kimberly Baldwin

## Set Ambitious Goals on Behalf of Patients



**H**onored and humbled at being named an HBA Luminary, Kimberly Baldwin is eager to continue to find new ways to inspire, develop, and mentor women. “This award recognizes women who have been dedicated to the healthcare industry for more than 20 years and to be included in this group of amazing women is incredible,” she says.

In reflecting on her own professional development, Kim says it’s important to have a can-do attitude from early on in one’s career. “Passion and a positive attitude will get you wherever you need to go,” she says. “These traits will define who you are and guide your success.”

As an executive leader within Ipsen, Kim is committed to helping other women advance their careers. “I am forever grateful for the remarkable people who I have been mentored by, both women and men,” she says. “This

experience — this gift — is what drives me to pay it forward and mentor others.”

In particular, she is passionate about mentoring women. “At Ipsen, I co-chair Elevate, our women’s employee resource group, which is focused on elevating connections, growth, and the ability for women to make an impact,” Kim says.

Professionally, as VP, franchise head, of Ipsen’s neuroscience business unit, she and her team strive to deliver the care that patients and their families deserve. “Having personally experienced the effects of a stroke on my father’s life, I am committed to Ipsen’s mission: improving patient’s lives,” she says. “Every day, I know that by setting ambitious goals, we are making a difference in patients’ lives.”

Keys to Kim’s leadership style and effective management are her dedication to creating an authentic work environment founded on shared values with a focus on cultivating a team dynamic to foster empowering and innovative experiences — a culture that drives Ipsen’s success.



**KIMBERLY BALDWIN**  
VP, Franchise Head, Neuroscience Business Unit, Ipsen

Being a mentor and truly connecting with others has made a huge difference in my career and life.

“I believe the best leaders serve their teams, and I trust my team to deliver on our commitments,” she says. <sup>PV</sup>

# Gretchen Smythe

## Patient-Focused, Patient-Driven



**G**retchen Smythe loves being part of bringing new therapy options to patients with cancer and connecting with them through patient advocacy and support. In her role as director, oncology marketing, she is constantly tracking advances in targeted therapies and approaches to individualized treatments. “I am incredibly proud and passionate about the work I do every day,” Gretchen says. “Through my impassioned leadership and commitment to doing the right thing, I get to be part of something bigger than myself — improving patient lives.”

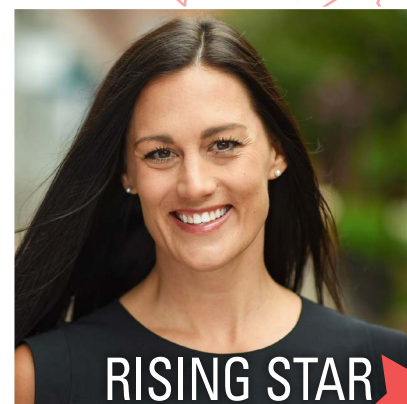
Ipsen has a specialized oncology portfolio of differentiated and innovative therapies in areas of high unmet medical need. “Advances in medicine are getting us closer to tailoring each patient’s treatment plan, and I have hope that we can deliver more meaningful moments for people impacted by cancer,” she says.

Being named an HBA Rising Star is an incredible honor and for Gretchen the recognition is especially meaningful as she is being recognized alongside one of her mentors, Luminary Award honoree Kimberly Baldwin.

“It’s humbling to be seen as a leader within an organization that I am proud to work for every day,” she says. “And Kimberly is a personal inspiration to me, which makes this even more special. The best part of a mentoring or sponsorship relationship is being able to trust that your mentor is truly there to help and guide you. I’ve seen significant benefits from having someone to learn from, as well as being able to talk through challenges and gather advice on next career steps.”

Gretchen is paying it forward by being part of great women-led organizations, such as the HBA, and leading within Ipsen’s own women’s group. “We have to lead by example and continue to widen that path for other women,” she says.

Her advice to women who are just embarking on their career journey is to trust their gut.



**GRETCHEN SMYTHE**  
Director, Oncology Marketing, Ipsen

I have hope that we can deliver more meaningful moments for people impacted by cancer.

“This is hard to believe when you are younger because you tend to place more value on the advice and experience of others, but over time I realized my gut is always right and when I follow it — it’s hard to go wrong,” she says. <sup>PV</sup>

# Melissa Easy

## Women Creating a Positive Impact



**T**hroughout her storied career, Melissa Easy has strived to create an inclusive environment where anyone can succeed, regardless of gender identity. Her dedication to creating a culture that embraces diversity is just one of the reasons she is being recognized as an HBA Luminary. “I’m honored this award reflects the efforts and validates the work I’ve done to promote women in the workplace and help them realize their career goals,” she says. “This award reflects my multifaceted team’s achievements and my highest aspirations for them.”

The ability to influence and create a positive impact on someone is a key tenet of her work ethic. “Watching a mentee absorb and execute your advice, and make a real difference in their occupation is rewarding for both parties,” she says. “There is great satisfaction in helping an individual realize their potential.”

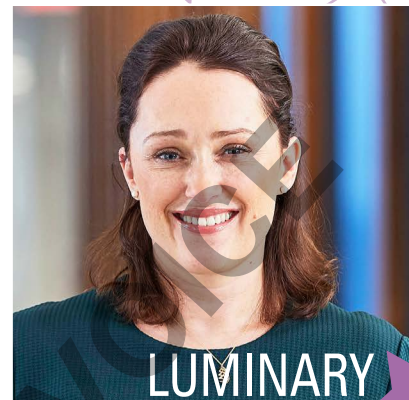
Melissa takes great pride in knowing that

many of the women she has mentored have progressed in their vocations under her leadership, and she encourages women to widen their vision for career paths for themselves and others. “Women will continue to shape the future by creating equal opportunities; we drive excellence for everyone on our teams,” she says.

With access to unparalleled data, transformative technology, and deep therapeutic expertise, as VP, R&D solutions, at IQVIA Technologies, she is inspired by the work undertaken to benefit patients. Melissa says digitalization and innovation are no longer buzzwords. While bringing products to market in a new way is a challenge, there are also great opportunities for all participants in the life-science ecosystem to move past outdated paradigms.

Melissa has been a long-time trailblazer, believing anything is possible with the right mind-set.

“One of my mantras is, ‘you’ve got this;’ if you want to achieve it — you can,” she says. “In 2009, I founded DrugDev, something I



**MELISSA EASY**  
VP, R&D Solutions, IQVIA Technologies

You can always create more together than you can on your own.

never would’ve thought was possible. Today, I am continually pushing myself and my team to achieve our highest potential and strengthen our abilities to do what is best for patient outcomes and our client’s business.” **PV**

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# Tracy Picon

## Raising Others Up Through Accessibility



**T**racy Picon is blazing a trail for women in the software industry. The senior director, business development and strategy, health and life sciences, at Microsoft understands that the software industry field has not historically had proportional representation of women. As such, it can be daunting for any woman who might want to enter the field.

But she and her colleagues at Microsoft are working hard to change this paradigm and view gender diversity as a business imperative. As such, the culture at Microsoft is evolving.

"I am working alongside wonderful men and women at Microsoft who understand and are committed to equitable representation for all people," she says. "As such, my contributions will allow for other people to be more comfortable in a large software company such as ours."

Mentoring relationships are important to Tracy, who says she looks forward to the learnings — on both sides — and adds these engagements should be mutually beneficial. "I believe that we have a great responsibility to pay it forward and share our successes and learnings. I love being able to give back to my community and do my part to empower people to work better and live more productive lives."

She says she is honored and humbled to be named an HBA Rising Star.

"I am so proud to work for a company like Microsoft that works to improve the lives of every person and organization on the planet," she says. "I am grateful I get to be a part of such a wonderful organization, and I am thrilled to be a part of the HBA family now."

A collaborator and strategist, Tracy leads based on a starting point of assuming the best of intentions and recognizing the complexity of balancing life and work.

"Collaboration encourages growth and perspectives we may not have encountered otherwise by eliminating knowledge silos," she says. "Strategy enables fast failure and strong success."

With more than 20 years of experience in healthcare technology, medical devices, and private practice, Tracy is working with

**I believe that we have a great responsibility to pay it forward and share our successes and learnings. I love being able to give back to my community and do my part to empower people to work better and live more productive lives.**

her team to empower healthcare professionals and patients.

She manages a robust portfolio of healthcare partners that are developing solutions using the broad capabilities of Microsoft platforms, products, and services to drive innovation in patient experience, care coordination, analytics, IoT, genomics, and population health, among other areas.

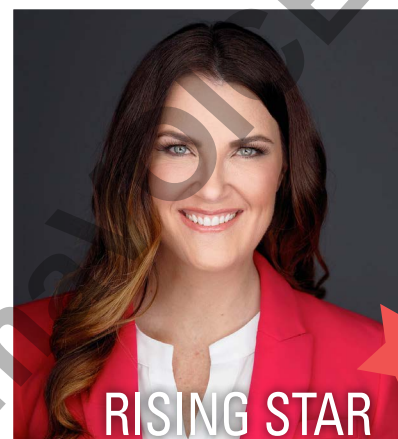
Accessibility is a priority for Tracy, which is not a surprise as she is also the U.S. accessibility lead for Microsoft Health.

"Evangelizing Microsoft's accessibility features is truly the best part of my job because I feel it is core to our mission," she says. "We make products for everyone, regardless of physical or mental abilities and I love that I get to share that message with the world."

Tracy considers herself a trailblazer largely because of Microsoft's entrepreneurial culture.

"We are encouraged to make our role our own and to find new ways to contribute," she says. "Nobody told me to be an accessibility expert, it was something I was passionate about, so I devoted my career to it. I hope that I have set an example for other women and men at Microsoft; find your passion and embed that back into your work."

Tracy has spoken in several forums about the importance of accessibility, including at



**TRACY PICON**

Senior Director, Business Development and Strategy, Health and Life Sciences, Microsoft

Nobody told me to be an accessibility expert, but it was something I was passionate about, so I devoted my career to it.

the HBA's annual conference in San Diego in November 2019 where she emphasized that accessibility is key to diversity and inclusion initiatives. She says accessibility is a business imperative and differentiator for employment; it accelerates the digital transformation, educates employees on accessible technology, empowers everyone to work at their best, and changes how people interact with the world.

She is also focused on identifying new technologies that need to be created to empower every person on the planet.

There are always things people wish they knew when they were starting out in their careers. For Tracy it's that every successful, accomplished person at the top is still figuring "it" out.

"Be bold, be fearless, don't be afraid to try, fail fast, and always be open to learn and grow," she says. "There is no perfect time, but there is right now." <sup>PV</sup>

# Peyton Howell

## People First



**T**oday, more than ever, there is urgency to expedite the process of drug development. As chief commercial and strategy officer at Parexel, this is Peyton Howell's mission.

"To accomplish this we need all aspects of drug development to be adapted to the patient journey, starting with patient-focused protocol design, adaptive trials, decentralized clinical trials, more community-based sites, and even consider new support services to facilitate the patient experience," she says. "If we are truly patient-centric we will ensure that drugs are developed in a way that the evidence and health outcomes can support appropriate patient access and reimbursement. Patient-centric is not a buzzword or fad to me. This needs to be fundamental change in how we develop new advances in patient care. The COVID-19 crisis has created an opportunity to accelerate patient-focused innovations and I think will forever change clinical research."

Over the course of her career, Peyton says she has had the privilege to work in many roles across the healthcare landscape and regardless of the role, she has always focused her energies on improving the patient experience and patient access to care.

"I take personally the opportunity we have to ensure new therapies are developed efficiently and effectively," Peyton says. "The COVID-19 crisis has highlighted the importance of creating new ways to accelerate clinical research including efforts to leverage real-world evidence."

Additionally, she says making it as easy as possible for patients to participate in clinical trials through decentralized trials, televisits, and other patient-centric trial design strategies is critical, as is evident in our current crisis.

"We must find ways to reduce the burden and challenges of clinical research for sites, investigators, and patients," Peyton says. "These are the types of issues that motivate me every day."

Time is precious to patients, Peyton says, and the more efficient and patient-centered we can be as an industry, the faster we can get important medicines to the people who need them. Because patients are waiting, she encourages her teams to rise to the challenge.

Peyton's passion for people, whether patients or team members, is just one of the

reasons she is being recognized as an HBA Luminary.

"My success is completely due to the teams I have been part of and the talented people with whom I have worked," she says. "As leaders, I believe our primary job is to clear obstacles and provide authentic support so that team members can reach their full potential."

Peyton is an advocate for mentoring and sponsorship, and says she often gets more out of the mentoring relationship than her mentees. "In terms of sponsorship, this is critical for career advancement," she says. "As women, we need to actually seek out sponsors and they're likely to be men. I know for myself personally, without the sponsorship of male executives who I've worked for over the years, it would have been very hard to have the opportunities that I've had today. I think as women it's okay for us to raise our hands and ask for that support. Seek out leaders — whether as a mentor or as a sponsor — who you think believe in you and will be open and direct with you."

Peyton is passionate about leaving an impact on the teams she leads. "Passion is that extra energy required to innovate and drive creative solutions to challenges," she says. "Passion is contagious and our teams draw energy and tone from us as leaders."

She demonstrates an authentic, direct, honest, and accessible leadership style. "The best compliment I get is when someone in our company says, 'wow, you're just so normal and just so real,'" Peyton says. "To me, this the sign of a great leader. I want people to know they can bring any kind of challenge to me and that I am open to hearing their concerns and as hopefully acting upon them as appropriate."

She is also a growth mindset leader. "When I see us growing, that means we're delighting our customers, which is important, but it also means we're creating opportunities for our employees," she says.

Peyton sincerely believes working in the healthcare field is an honor and a blessing. "I feel like we're very lucky, all of us, to be part of this healthcare industry and certainly within pharmaceuticals in particular where we are able to make such an incredible difference on patients' lives."

A lesson Peyton took from her days as an entrepreneur business owner is understanding how to build an organization for sustained growth, which is honoring what's important for success and developing the people to be successful.



LUMINARY

### PEYTON HOWELL

Chief Commercial & Strategy Officer,  
Parexel

Passion is that extra energy required to innovate and drive creative solutions to challenges.

"Every day, I act as a founder and an owner — if I'm an owner or not," she says. "I think having an owner mindset as an employee, thinking about how every dollar is invested and spent, is a great way to lead."

Today, Peyton sits in the C-suite of one of the largest global biopharmaceutical companies in the world — Parexel.

She is bringing all the expertise and insights she has gleaned from the commercial side of the business during her 25-year career to drug development.

"My role involves strategic oversight, including M&A, marketing and communications, and sales and business development," she says. "It also includes something that echoes my roots, which is all of our consulting services."

In the almost two years since Peyton joined Parexel, the company has implemented a new corporate strategy focused on the patient and completed a brand refresh. "My goal is to have Parexel be the market leader in terms of growth and innovation in clinical research and drug development, as well as the CRO that is focused on the patient and patient access," she says. <sup>PV</sup>

# Marion Chaplick

## Committed to Investing in Others



**PUBLICIS  
HEALTH**

**M**arion Chaplick offers the following Henry James quote to describe how she leads and thinks about her engagement with those with whom she interacts: “Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind.”

“For me, kindness is a frame that I put around every conversation, which means leading with empathy and an approachable style that helps facilitate a deeper connection,” she says. “Plus, it’s just the right thing to do with another human being.”

Marion takes the time to listen and be thoughtful in her actions with her teams and clients. “I think about how I show up every

day and the unspoken signals that I put out are as big a part of how I am perceived as a leader as what I do or say,” she believes.

As global client leader at Publicis Health, she is leveraging her years of experience to help others navigate their career paths. “The advantage of perspective is gifted with wisdom, which helps to lead teams to perform better, connect dots, and think strategically,” she says. “A leader’s vantage platform is a way to help others. Every hour you take to help grow, coach, or mentor someone comes back in spades, whether it’s growth in self-esteem, growth in confidence, or growth in business. The returns for mentoring come back tenfold, and it’s personally satisfying to watch young people develop into young leaders.”

As someone whose interests lie in promoting and developing others, Marion is incredibly humbled by the recognition of being named as an HBA Luminary. “I’m thrilled and honored to be recognized as someone who has contributed to the growth and success of others,” she says.



**LUMINARY**

**MARION CHAPLICK**

Global Client Leader, Publicis Health

Kindness is a frame that I put around every conversation.

She is committed to making more time to dialogue with women in the workplace. “This takes discipline to make the space, but it’s critically important that I do, because someone along the way made the space for me,” she says. **PV**

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inspired.

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# Anja-Alexandra Duenne, M.D.

## Bringing Better Outcomes to Patients



In her role as head of medical affairs pharma international, Anja-Alexandra Duenne, M.D., is focused on the needs of the patient. There are several aspects of her job that she finds most rewarding, such as designing and catalyzing fundamental changes to the way the company operates, how it works with stakeholders, and how it leverages developments in science and technology to deliver what matters most: better patient outcomes at far less cost to society.

Anja-Alexandra has worked at Roche for many years in various local and global capacities, before taking on her current role.

In addition, she has maintained academic ties, spending 10 years as an associate professor in the faculty of human medicine at Phillips University of Marburg.

She also is a doctor of medicine and a board

certified specialist in otolaryngology, head and neck surgery.

Being named an HBA Rising Star by Roche is a great honor, Anja-Alexandra says. “Equally, this comes with a call to action for me to advance the progress for all women across the globe,” she says.

What Anja-Alexandra enjoys most about mentoring is the inspiration of tapping into the breadth and wealth of the personal and professional experiences of so many talented and accomplished women. She is committed to mentoring young women early in their careers to help them navigate their professional and personal life. She encourages others to be themselves and to be courageous and authentic no matter what.

A good leader, she believes, ensures succession, which is why she surrounds herself with colleagues who could easily replace her or become her future line manager.

“Leaders need to think on a broader scale,” she says, which is why she is focused on the shift from expert leadership to enterprise lead-



**RISING STAR**

**ANJA-ALEXANDRA DUENNE, M.D.**  
Head of Medical Affairs Pharma  
International  
Roche

Stay courageously authentic  
no matter what.

ership as a way to master the complexity of challenges and opportunities in healthcare and humankind. <sup>PV</sup>

# Ashley Magargee

## Shining a Light on Collective Genius



For Ashley Magargee being named an HBA Luminary by Roche is an honor in itself. It also underscores the commitment of Roche and Genentech to recognize and support their female leaders, with several talented female leaders and scientists in the organization being recognized as Rising Stars or Luminaries.

Ashley most enjoys leading and working with teams. “I never limit who is on my team, or which teams I join,” she says. “Together, we are all trying to bring better medicines to patients and their families.”

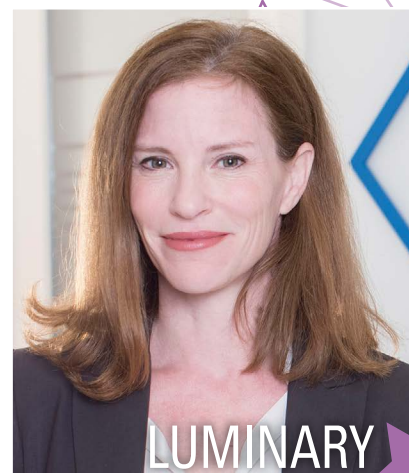
She says she works with brilliant people and likes to corral their collective genius while supporting their professional growth for greater impact. The most enjoyable part of her work as a mentor comes from seeing someone succeed in these mutually beneficial

relationships. “I find it particularly inspiring to work with people who may not even realize how talented they are,” she says.

Ashley strives to widen the career path for women in multiple ways. Formally, she has led several Roche gender diversity employee resource groups, including in Asia. She intentionally builds diverse and inclusive teams. And informally, she shares her personal stories: navigating a high-profile career; managing a dual-career family; moving around the world for Roche with three sons in tow; and taking care of elderly parents. “We can be the daughters, partners, and mothers we want to be while still achieving as the professionals we want to be,” she says.

Reflecting on her early career, Ashley wishes she had not been so worried about failing.

“In some ways, my biggest contributions have involved taking risk,” she says. “I try to convey that to all women — don’t give up on good ideas, even when they seem to challenge the way we have always done things.” <sup>PV</sup>



**LUMINARY**

**ASHLEY MAGARGEE**  
VP, Head of Business Insights,  
Operations & Established Products  
Roche

I love leading and working with  
teams, and I never limit who is on  
my team, or which teams I join.

# Meghan McDonald

## Inspiring Others Through Authentic Leadership



**F**or Meghan McDonald the best part of her job is quite simply her team. She works with people who make the day-to-day work genuinely enjoyable and who inspire her to keep learning.

As a business consulting manager whose focus is on value and access, Meghan enjoys having the opportunity to work on and think about some of the most pressing challenges facing the industry today. She is also part of the internal ZS team developing thought capital around how the pharmaceutical industry should adapt to the evolving healthcare ecosystem. Additionally, she is a value and access leader with ZS' oncology vertical and cell and gene practitioners team.

"It's empowering to work in such a relevant space, and to contribute ideas that can have a real impact," she says.

Meghan's significant experience working in market access and pricing over the past 10 years as well as her involvement in developing strategies for products throughout all stages of development gives her a unique perspective on today's challenges. Some of those challenges include a rapidly changing healthcare landscape; emerging integrated delivery networks and specialized provider groups — such as oncology super groups — that are increasingly focused on practice economics and patient outcomes metrics; medical associations that are actively engaged in creating value frameworks that help guide physicians to make treatment decisions while considering general cost and patient affordability; as well as new provider organizations and the medical community's focus on cost concerns that are prompting life-sciences companies to address transforming value communication and supporting evidence needs.

**As an industry, it's critical that we work together to find ways to incentivize and pay for innovation in a more sustainable way.**

"I'm keeping a close eye on how our global healthcare industry is adapting to paying for, and providing access to breakthrough, potentially life-saving therapies such as cell and gene therapies," she says. "As an industry, it's critical that we work together to find ways to incentivize and pay for innovation in a more sustainable way."

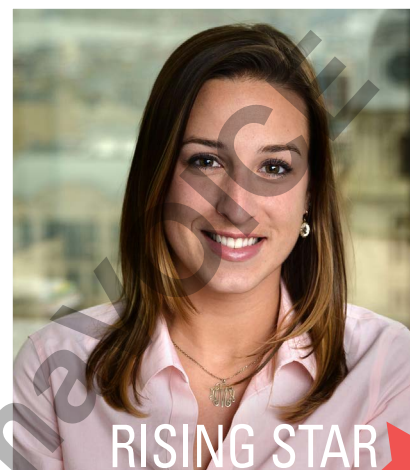
Additionally, Meghan has considerable experience across key pharmaceutical geographies in the United States and European Union as well as a number of Latin American and Asian markets.

The fact that ZS selected her as an HBA Rising Star is, she says, incredibly humbling as well as very motivating.

"There are so many inspiring women at ZS, and more broadly in the healthcare industry, so to be recognized among them leaves me with a feeling of responsibility to keep doing more for the industry, and the women who drive it," Meghan says.

Meghan is committed to helping to create more and broader career opportunities for other women. Through ZS' Women's Leadership Initiative (WLI), she and her team work to build connections, develop resources, and create opportunities that will enable other women within the organization to be successful in their careers.

The WLI was established to help women build successful, long-term consulting careers and to foster an inclusive culture. The WLI does this by empowering women working at ZS to positively impact the organization, its clients, the industries it supports, and themselves. In addition, ZS provides flexible working arrangements to



**RISING STAR**

**MEGHAN MCDONALD**  
Business Consulting Manager  
ZS Associates

One of the pieces of advice I'd give my younger self is to have fun — we spend so much time on our careers we need to enjoy the journey.

accommodate changing career and life priorities for all employees. Meghan also drives home that message of balance and flexibility.

"Through balancing my own work and family commitments, I try to demonstrate by example that women can have it all — we don't have to sacrifice work or family for the other," she says.

Meghan describes her leadership style as authentic and trustworthy, noting that these are foundational characteristics to strong leadership. She aspires to bring her authentic self to work every day and to build trust through every interaction.

There are lessons she has learned along the way that she says she would tell her younger self to take to heart. The first is to embrace discomfort because when she is uncomfortable, it's typically because she is being challenged, which is when she grows the most. The second is to invest in people and relationships, noting that her team is really what makes her successful. Third, is to have fun.

"We spend too much time on our careers to not enjoy the journey," she says. **PV**



**RECOMMENDED READING**

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