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Letters ...

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For Their Transformative Inspiration and Influence

Transformation is easy to define: a thorough or dramatic change in form or appearance. Transformation is much harder to achieve. For this special — and my favorite — issue we asked this year's PharmaVOICE 100 to provide a short response to the statement: Transformation is...



We received a variety of responses, including: the new disruption, reimagining possibilities, agility, necessary, survival, fearless, opportunity, reconfiguring today, moving beyond the obvious, accelerating effectiveness, taking something to the next level, innovations in science and cures, ongoing, and nothing short of essential.

The men and women showcased in this issue represent a full complement of companies and organizations that define the life-sciences industry.

Their powerful stories of leadership, inspiration, innovation, motivation, and mentorship just scratch the surface in terms of their enduring impact on their peers, colleagues, companies, communities, the industry at large, and most importantly, patients.

Through their efforts, they are transforming how brands are developed and messages are communicated. They are agents of change, impacting everything from drug discovery to market access to women's leadership. They are experts in all things related to clinical operations, from patient recruitment to technology-enhanced solutions. They are C-suite executives charged with leading their companies or divisions with integrity, vision, and compassion. They are breaking new ground by evangelizing digital strategies. They created companies to address gaps in the marketplace. They are experts in marketing, taking their craft to the highest levels. They are dedicated mentors, generously providing guidance to help the next generation of leaders achieve their goals and aspirations — personal and professional. They are dedicated to representing the patients' perspective in all they do from the clinic to the boardroom. They are focused on the regulations to move the industry forward. And they are dedicated to having technology be the convener — from data to patients — that moves the industry forward.

The inspirational stories of the PharmaVOICE 100, as well as our Red Jacket honorees, reaffirm what's good about our industry, which is particularly important today.

Every year, the number of submissions we receive surpasses the previous year, and come from an ever-growing and diverse range of companies representing the global healthcare and the life-sciences industry. We thank those of you who took the time to put forward nominations and for making our job of selecting just 100 individuals ever more difficult. We hope you enjoy their stories. And we hope you will join us in celebrating this year's esteemed group of individuals, as well as our previous PharmaVOICE 100, September 13 in New York at the fourth annual Celebration. For more information about this unique event, please go to www.pharmavoiced.com/pharmavoiced-100-celebration-schedule-of-events.

Taren Grom
Editor

Their word...

DENISE MYSHKO
Managing Editor



This year's PharmaVOICE 100 have dedicated their lives to an industry that

brings innovative medicines to patients.

ROBIN ROBINSON
Senior Editor



This year's PharmaVOICE 100 illustrate how innovative thinkers are driving industry

transformation in 2018 and beyond.

KIM RIBBINK
Features Editor



Regardless of the role our honorees play in their organizations, all are committed to

making a difference in the lives of patients, clients, colleagues, and communities.

Coming in SEPTEMBER

- ▶ Agency: CEO Roundtable
- ▶ Changing the Channel: A Media-First Approach to Marketing
- ▶ The Big Business of Biologics
- ▶ Finding a Board Position
- ▶ Update: The Brain
- ▶ Developing The Next Generation of Women Leaders
- ▶ Showcases:
 - Big Data
 - Marketing