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Letters ...

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Raising the bar ...

This year's PharmaVOICE 100 issue, like so many aspects of all our lives, is set against a backdrop of unprecedented upheaval. Amid a global health crisis that is touching all corners of the world and impacting humanity in ways beyond anyone's imagination, there is a groundswell of cultural unrest. The collision of these colossal societal contagions are creating a public health crisis the ramifications of which will be felt for years to come.



Now is the time for strong leadership, unequivocally grounded in strong science. Now is the time for courageous leadership. Now is the time for leadership without ego. Now is the time for humane leadership. Now is the time for visionary leadership.

So many of the individuals represented in this year's PharmaVOICE 100 issue are just who we need to shepherd us through to what's next. These leaders are emblematic of what our industry is all about — doing the right things for others. They have a sincere and passionate determination to not just do good, but to do better. Many of our showcased leaders are moving the ball forward in demonstrable ways to address COVID-19, at the same time they have not lost sight of doing what's right to take care of their teams, their colleagues, their families, their communities, and patients. They are raising the bar and embracing the extraordinary through smart, compassionate, resilient, collaborative, and empathetic leadership.

While we do not yet know what the next weeks, months, or years will bring, we do know that because of the efforts of the inspiring leaders being recognized this year, as well as those who have been recognized in the past, we are seeing tremendous advances in science being driven by pioneering collaborations across the board. We are benefitting from much-needed disruption to antiquated processes and business models. We are witnessing an overhaul of vaccine research and development. We are seeing patients' needs being addressed in innovative ways. We are experiencing the industry's reputation and credibility start to return to a better place in the public's view. These are just a few of the silver linings amid unimaginable loss and tragedy. Yet, there is a long way to go. We cannot take the spotlight off of the need for more robust conversations and policies around public health or the need for greater diversity across the board.

We will see the life-sciences industry continue to lead, continue to be a force for change, and continue to be a beacon of hope because of the collective impact of the individuals featured in this special publication as well as the thousands of like-minded visionaries around the world.

We want to thank all of you, our readers, our contributors, our advertisers for your support of this special issue, which allows us to bring these 100 amazing stories to life. We hope you will join us in celebrating this year's esteemed group of individuals, as well as our previous PharmaVOICE 100 honorees and Red Jacket award winners, on September 10 during our first-ever 24-Hour Celebration Marathon. Join us at pharmavoice100.com.

Taren Grom
Editor

Their word...

ROBIN ROBINSON

Senior Editor



It has been an unprecedented year, and these PV100 honorees are no exception to the rule: blazing trails, innovating wonders, and improving health outcomes with their talents.

KIM RIBBINK

Features Editor



This year's PharmaVOICE 100 honorees have raised the bar for their companies, their colleagues, the industry, and for patients.

CAROLYN GRETTON

Features Editor



The diversity of this year's PharmaVOICE 100, with honorees across race, gender, and orientation, reflects the wonderful complexities of the life-sciences industry they represent.

Coming in SEPTEMBER

- ▶ The Next Steps Forward: What's Next post-COVID-19?
- ▶ Turning Data Into Brand Stories
- ▶ Health Literacy
- ▶ Chief Medical Officers
- ▶ Showcases:
 - Big Data
 - Digital Marketing