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## Letters...

Send your letters to [feedback@pharmavoiced.com](mailto:feedback@pharmavoiced.com). Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

## Inspiring leaders ... igniting change

Just more than 18 months into the global pandemic, which has claimed millions of lives, disrupted global economies and workforces, and fully exposed the disparity of health equity around the world, it would be understandable if the enormity of it all leveled a crushing blow to the spirit of those in the life-sciences industry who work tirelessly on behalf of patients. As it turns out, nothing could be further from the truth as demonstrated by this year's inspiring group of PharmaVOICE 100. They have dialed up resiliency to 11; led innovation across the board from new vaccines to new solutions to new collaborations to combat COVID-19; maintained a commitment to advancing science and medical research; shepherded creative approaches to engage patients and address caregiver needs; stepped up to improve diversity, equity, and inclusion from the bench to the boardroom; and taken bold steps to address the needs and challenges of their workforces.



Last year, I noted we needed strong leaders, courageous leaders, leaders without ego, humane leaders, and visionary leaders. And the industry's leaders stood tall and responded during a time of crisis as never before. Our PharmaVOICE 100 are sparking inspiration, igniting change, and blazing new trails. Their stories depicted throughout this special issue provide insights into their personal passions for enacting change and their visions for the future. They have a sincere and committed determination to not just do good, but to do better. Our inspirational leaders are moving the ball forward in demonstrable ways to address the impact of COVID-19 on their organizations by taking care of their teams, their colleagues, their families, their communities, and the patients they serve. Over the past year and half, their leadership skills have been tested in new and unexpected ways, and they came out the other side stronger and more energized than ever to embrace the extraordinary opportunities in front of them. They demonstrated that smart, compassionate, resilient, collaborative, and empathetic leadership is a winning combination.

We are seeing the best of what the life-sciences industry has to offer under the worst circumstances. Competitors became collaborators; researchers, scientists, and drug developers embraced outside the box thinking and processes to accelerate pipelines without compromising safety or quality; leaders became a force for change and continue to be a beacon of hope because of the collective impact of the individuals featured in this publication as well as the tens of thousands of like-minded visionaries around the world.

We want to thank all of you, our readers, our contributors, and 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 inspiring leaders, our Red Jacket honorees, as well as our previous PharmaVOICE 100 on September 9 during our virtual Ignite Celebration. Join us at [pharmavoiced100.com](http://pharmavoiced100.com).

Taren Grom  
Editor

## Their word...

**ROBIN ROBINSON**  
Senior Editor



*The healthcare ecosystem has been under constant pressure to keep up with patient demands, especially during COVID. These are the innovators leading the way toward a better future for all.*

**KIM RIBBINK**  
Senior Editor



*Compassion and a commitment to diversity and inclusion are overriding qualities of our 2021 PharmaVOICE honorees — for patients, for their staffs, for their clients, and for the wider community.*

**CAROLYN GRETTON**  
Features Editor



*One of the most inspiring things about this year's PharmaVOICE 100 is how they've taken the challenges presented by the pandemic and turned them into opportunities for transformation and growth, both in their professional and personal lives.*

## Coming in September

- ▶ Agency Roundtable: Strategy & Creatives
- ▶ Decentralized Clinical Trials
- ▶ Medical Science Liaisons
- ▶ The Evolving Patient Journey
- ▶ Chief Experience Officers
- ▶ Showcases:
  - Big Data
  - Digital Marketing