

Meet the 104 Healthcare Businesswomen's Association's Rising Stars...

# HBA's 2011 RISING STARS

THESE HIGH-POTENTIAL WOMEN, WHO REPRESENT ALL FACETS AND DISCIPLINES OF THE LIFE-SCIENCES INDUSTRY, ARE BEING RECOGNIZED BY THEIR COMPANIES FOR:

- ★ Significantly contributing to their organizations.
- ★ Exemplifying true leadership and acting as a role model for others.
- ★ Assisting those in subordinate or peer positions and being a team player.
- ★ Exhibiting dedication to the healthcare industry.
- ★ Being a shining example of "top talent" in their organizations.

## ★ LEADERSHIP QUALITIES

The 2011 HBA Rising Stars define what makes a great leader and outline the qualities they believe are the most important for good leadership.

*(Please see the digital edition at [pharmavoice.com](http://pharmavoice.com) to read more insights from the HBA's Class of 2011 Rising Stars.)*

**MICHELLE DENNISON.** AstraZeneca.

Great leaders think strategically about the future and actively engage and motivate others with diverse views to help ensure successful results. I am most inspired by those leaders who challenge the status quo in a constructive way and demonstrate integrity in making decisions. At AstraZeneca, I am privileged to work with people at all levels who embrace these qualities and who are actively engaged in looking at new ways to make our business successful while keeping patient health and the reputation of the organization at the forefront. I am honored to represent AstraZeneca as a role model and Rising Star.

**NAMI CHOE.** Ogilvy CommonHealth Worldwide.

Much like there are two types of coleslaw, I believe there are two types of leaders. There are leaders one follows because they have a certain power over you. And then there are people who lead, who truly inspire those around them to follow them because they believe in their vision and because they've captured their hearts. To be the latter type of leader, I keep in mind the three Hs: honesty, speaking from the heart; humility, being able to continuously learn and grow; and humor, not taking oneself too seri-

ously. And as for coleslaw, I prefer the vinegar-based type over the mayo-based variety.

**KATHY GOETZ.** Novartis Pharmaceuticals.

A great leader goes beyond the boundaries of today's reality. A leader creates a vision of the road ahead and inspires the team toward it. Beyond obstacles, a leader sees opportunities, encouraging diversity of thought and embracing risk in leading the team toward innovative solutions. Beyond today's competencies, a leader envisions future needs and commits time to the professional development of team members and future leaders. Leaders inspire by their own example by demonstrating their willingness to roll up their sleeves and get involved. They go beyond talk to demonstrate integrity,

humor, and accountability to achieve goals and to model the way to become the change we each want to see.

**CORI ANNAPOLN GOLDBERG.** Fulbright & Jawarski.

Great leaders lead by example and motivate

Great leaders think strategically about the future and actively engage and motivate others with diverse views to help ensure successful results.

★ **MICHELLE DENNISON**  
**ASTRAZENECA**





I keep in mind the three Hs of leadership: honesty, humility, and humor.

★ **NAMI CHOE**  
**OGILVY COMMONHEALTH**  
**WORLDWIDE**

others to work to the best of their abilities. They are often charismatic, confident, driven, diligent, enthusiastic, passionate, and inspiring. True leaders communicate well with their colleagues and listen actively. They have the ability to channel the strengths of others in a way that makes the rest of the team stronger. Time management, creativity, discipline, and organizational skills are all attributes that help leaders achieve success.

**LAURA MCKEAVENEY.** Novartis Pharma.

Leaders are humble, passionate, purposeful, energetic, and resilient with unquestionable integrity. They persevere through tough times with authenticity. They know themselves and how others see them. They need to be consistent in their application of values and behaviors. Leaders need to take their responsibilities seriously. They may not realize it, but for many they are a beacon and people are watching them so they too can learn and grow. Leaders need to be a responsible role model; passionate about the development of others; hire great and diverse talent; and ensure their teams represent the business today and in the future.

**KAREN MASSEY.** Pfizer Inc.

A great leader is one who gains the respect and trust of their teams, sets a vision for the team, and can translate that respect, trust, and vision into an actionable path forward. They are humble, willing to listen to and learn from their team, but also have the courage to make the difficult decisions when needed. Most importantly, great leaders motivate their team by

## The 2011 HBA Rising Stars



**VALERIE ACITO**

Global Head Human Resources, Oncology  
Global Development & Global Medical Affairs  
Novartis Pharmaceuticals Corp.

*Through her leadership, passion, work ethic, and relentless focus on providing solutions, Valerie is a well-respected role model across Novartis.*



**CINDY AFSHARI**

Scientific Executive Director  
Amgen Inc.

*Cindy is a role model of the Amgen values, demonstrates exceptional judgment, and is thoughtful in all her interactions and decisions.*



**MIRIAM ALONSO**

Director, Meetings Management  
Health and Wellness Partners

*Miriam exemplifies customer service, which is a key element to our success. She takes on new challenges daily in this ever changing environment.*



**CHERYL MOODY BARTEL**

Associate Director, R&D  
Life Technologies

*A highly capable R&D leader, Cheryl manages multidisciplinary teams, driving innovative product development.*



**MICHELLE JORDAN BASLER**

Associate Director, Clinical Operations  
Quintiles

*Since joining Quintiles in 1999, Michelle has quickly become a Rising Star within the company.*



**LISA BERDAN**

Assistant Director, Cardiovascular Megatrials  
Duke Clinical Research Institute

*Lisa is the essential element that draws together academic leadership, global collaboration, and operational excellence in support of DCRI's large pragmatic clinical trials.*



**LAURA BLAIR**

Senior Director, Business Development  
PSKW

*As solutions-oriented thinker, Laura has created many programs to address the ever increasing difficulty in healthcare professional access.*



**GWEN BLAND**

Senior Sales Consultant  
AdvantageMS

*Gwen's leadership and commitment to her clients have made her integral to the growth of our business and a Rising Star.*



**BETH BRANNAN**

VP, Global Regulatory Affairs  
Watson Pharmaceuticals Inc.

*Beth is a distinguished leader and plays a critical role in Watson's ability to bring new and distinctive pharmaceutical products to patients around the world.*



**HEIDI BURTON**

Senior National Sales Director  
Lundbeck Inc.

*Through tenacity, focus, and a sense of personal accountability, Heidi has brought a strategic approach to redefining Lundbeck's specialty sales model.*



**STACY BUSKING**

Account Supervisor  
Siren Interactive

*Stacy has a unique ability to build trust through her sense of humor, honesty, integrity, and keen listening skills.*



**CARLA CALIZAIRE**

Regional Business, Director, Mid-Atlantic Region  
Novo Nordisk Inc.

*Carla has been featured in a Working Mothers magazine cover story and was recognized by Essence Magazine as a woman of inspiration.*

## The 2011 HBA Rising Stars



### **NAMI CHOE**

Partner, Senior Director, Consulting  
Ogilvy CommonHealth Worldwide

*Nami is driven, focused, and passionate about her work, our clients, and the business of healthcare. She is one to watch, the embodiment of a Rising Star in our industry.*



### **CHRISSE CIANCI**

Director, Software Development and Data Management  
Group DCA

*Chrissy is the best kind of leader, combining the passion of purpose with a strong, yet humble, guiding hand.*



### **SHARLENE CIRILLO**

Senior Director Oncology Marketing  
GlaxoSmithKline

*Sharlene is being recognized because of her passion for oncology patients and her positive impact within the oncology team.*



### **JENNIFER COLAPIETRO**

Partner  
PwC

*Jennifer's enthusiasm and energy have catapulted her as a mentor and role model within PwC for many aspiring women.*



### **KATHRYN DEMOTT**

Managing Editor, Internal Medicine News  
Elsevier Medical Information LLC

*Kathryn is a mentor to new editors and reporters, sharing her news sense, editorial skills, and enterprise.*



### **MICHELLE DENNISON**

Senior Counsel  
AstraZeneca Pharmaceuticals LP

*Michelle is a role model to her colleagues and actively works to build best practices. She is a talented attorney, leader, and truly a Rising Star.*



### **STEPHANIE DEVITERI**

VP, Account Director  
Tonic Life Communications, a Huntsworth Health Company

*As Tonic's Rising Star, Stephanie encompasses all the qualities one looks for in a colleague, employee, agency partner, and friend.*



### **KAREN DISANTO**

Senior Director, Human Resources  
Ferring Pharmaceuticals

*Karen's broad understanding of our business has allowed her to contribute beyond the role of human resources expert. She is not only a star to us but to others as well.*



### **MEGHAN DUBOIS**

Business Process Owner, Internationals  
Johnson & Johnson Healthcare Systems Inc.

*Meghan has been a champion of mentoring and pioneered the application of a model that leverages a web-enabled service to maximize reach, facilitate connections, and accelerate development.*



### **AMY DUGUAY, PH.D.**

Senior VP, Medical Director  
Precept Medical Communications, Sudler & Hennessey

*Clients and colleagues view Amy as a valued partner, strong leader, mentor, and now, an HBA Rising Star.*



### **ANNA MARIA ECHEVERRI**

Senior VP, Management Supervisor  
LLNS

*Anna Maria is a valued partner to clients and a strong role model for younger staff. While we wish there were more Anna Marias, we are pleased to have the one-and-only working with us.*



### **SONJA FOSTER-STORCH**

Managing Director  
HealthEd

*Sunny is a mentor, a born leader, and without a doubt HealthEd's Rising Star.*



**Great leaders have chutzpah, compassion, and the ability to compromise.**

### ★ **GWEN BLAND** **ADVANTAGEM**

creating a supportive, engaging, and fun environment so their team is excited to go to work every day.

### **LORRAINE MCCLAIN.** Cephalon Inc.

A true leader defines the vision of what can be and creates an atmosphere that inspires individuals to excel by structuring teams that achieve more than the sum of the individual parts. An effective leader fosters collaboration and values the contributions of every member of the organization while demonstrating integrity and promoting mutual respect. Whether directing from the podium or working as a hands-on participant, a great leader unwaveringly embodies a commitment to provide innovative, safe, and effective medications that improve the lives of the patients we serve.

### **KANA ODAWARA.** Stryker Japan.

A great leader is a person who is not afraid to make difficult decisions and is capable of energizing others.

### **JULIE ROBINSON.** Grey Healthcare Group.

I have found that really listening to those around you has a great impact. It allows you to build trust and to keep a pulse on so much more than you ever could on your own.

### **GWEN BLAND.** AdvantageMS.

Leaders need chutzpah, compassion, and the ability to compromise. Chutzpah is the bold confidence of their vision coupled with a can-do attitude. They need the presence and determination to inspire others to join them in



working toward the goal. They need to be able to show compassion toward those around them and listen to what they have to say. It is important for their views to be heard. They need to be willing to compromise and incorporate ideas from others into their plan. A great leader is passionate about people and business, inquisitive about how to make things better, and disciplined in determining goals and meeting timelines.

**MICHELLE JORDAN BASLER.** Quintiles.

The leaders who inspire me are passionate about their work and the direction we are headed together. They are honest and clear in their message and somehow keep me motivated to help them move mountains, when necessary. I hope to be that leader for others as I continue to grow in my career.

**REKHA HEMRAJANI.** Exelixis.

Great leaders are people who have passion, stand up for what they believe in, and care about the outcome. They pursue excellence in everything they do. They believe in helping others achieve their goals, through mentoring and coaching, being a good listener, and a good communicator.

**KELLY PRICE.** The Planning Shop International.

A leader is not someone who drags people along behind them, but someone people naturally want to follow. Qualities that engender such a feeling among others are sincerity, integrity, humility, concern for others, a desire to see others succeed, and a genuine appreciation for the teamwork it takes to implement big ideas.

**ANGELA JACKSON.** Wolters Kluwer Pharma Solutions.

Great leaders must be visionaries who always see ahead to future opportunities for growth. They must also be honest, fair, and diplomatic at all times.

**ASHLEY TAPPAN.** Insigniam Performance.

One trait that makes a great leader includes integrity. When people have integrity, we can count on them to honor who they are day in and day out. Inspiration is a very important leadership quality that allows people to follow the vision in a meaningful way. Great leaders are interested in the people around them. They are confident in what they have and who they are; their focus and attention are more about giving to and developing others.

**DR. AARTI SHAH.** Eli Lilly and Company.

Traits of a great leader include: integrity, authenticity, trustworthiness, and the ability to be decisive and fair. To be a great leader, one also needs to be a visionary, a good communicator, courageous, as well as possess increased self-awareness and be a disciplined executor. The most important quality of great leaders is that they be a role model for the change they want to see in their organizations. This can be achieved if leaders are authentic, trustworthy, and lead with integrity.

**JESSICA LABITA.** QPharma Inc.

Great leaders are born, not bred. Great leaders have energy, drive, confidence, enthusiasm, motivation, morale, determination, dedication, and commitment. These are traits that cannot be taught, but rather, are possessed naturally. Leaders, most importantly, have charisma. Their charming nature invites others to follow their ways. A leader who possesses these traits along with superior management skills is a value to an organization. Their natural appeal and ability to manage makes others want to duplicate their actions.

**CYNTHIA NORTH.** Bayer HealthCare.

Great leaders lead by example. They inspire trust and empower their teams. Leaders have to manage the work and processes, but lead the people. Being a good leader is like being a good parent. You know you've

## AdvantageMS Congratulates HBA Rising Star, Gwen Bland

**Gwen has contributed to the growth of  
AdvantageMS, most notably with the success  
of our KOL Referral Mapping launch.**

KOL Referral Mapping delivers insight into your physicians' peer network including: patient referral patterns, affiliations to medical boards, medical associations, medical publications, clinical trial involvement, and more.

Contact us to reveal the complex relationships that physicians build during medical school and continue through their educational and clinical careers.



Half page ad  
AdvantageMS

 **AdvantageMS**  
*Let's do something brilliant.*



## The 2011 HBA Rising Stars



**NIDEL GANDARA**

Director, Client Services  
PDI Inc.

*As a leader, Nidel invests time coaching and mentoring colleagues and sharing her organizational and industry knowledge and experience. She is truly a Rising Star.*



**DONNA GARROD**

Senior VP, Director of Integrated Services  
Publicis Healthcare Communications Group

*Donna's passion for operational excellence and her strong experience managing multidisciplinary teams have made her a Rising Star within the PHCG.*



**HEATHER GERVAIS**

VP, Client Services  
Epocrates

*Heather is a dynamic leader focused on building high-performance teams and developing talented people.*



**KATHY GOETZ**

Managing Director, Minneapolis Region  
Novartis Pharmaceuticals Corp.

*Kathy is a role model to her colleagues, and she offers the right balance of vision, optimism, and execution.*



**CORI ANNAPOLEN GOLDBERG**

Senior Associate  
Fulbright & Jaworski LLP

*Cori has proven to be a strong advocate for clients, focusing her practice on compliance and regulatory matters affecting the healthcare industry.*



**CAROLYN GORELICK**

VP, Group Account Supervisor  
RCW Group

*Colleagues and clients alike praise her tireless work ethic, critical thinking, and, most importantly, her grace under pressure. Simply put, Carolyn is a born leader.*



**SUSAN GRAF**

Global Head Strategic Evaluation and Due Diligence  
Roche

*Susan is accountable for the business, scientific, and technical assessment for licensing and acquisition deals.*



**SANDRA GULBICKI**

VP, Strategic Planning  
Torre Lazur McCann

*Sandra symbolizes the core values of TLM; she's igniting, courageous, and certainly tenacious.*



**TARA HARDING**

Senior Director, Sales Operations  
SDI Health LLC

*Tara is an innovative problem solver who has had a consistently positive impact on all areas of SDI, from sales to finance to customer operations.*



**EVALEEN MINEZ HARRIS**

Operations Manager  
Flashpoint Medica

*Evaleen exudes enthusiasm and energy and has a real ability to bring everyone together and boost morale.*



**REKHA HEMRAJANI**

VP, Business Development  
Exelixis Inc.

*Rekha is a strong leader and mentor — she has both strategic vision and solid execution.*



**CHRISTA HEYDT**

Global Systems Lead  
Johnson & Johnson Pharmaceutical Research and Development LLC

*Christa truly embodies the spirit of the Women's Leadership Initiative at J&J. She is a collaborator and a catalyst for women's leadership.*



**My goal is to bring a sense of personal integrity to everything I do.**

★ **SHELLY WEITZ**  
**MICROMASS COMMUNICATIONS**

done a good job when everything goes smoothly, even when you as the leader/parent are not there.

**DR. IVANKA TOUDJARSKA.** Alnylam Pharmaceuticals Inc.

Great leaders possess integrity to always do the right thing and never compromise their core values; they are curious, observant, and intuitive; they question and challenge the status quo; they have boundless energy and never quit; and they have a positive outlook and attitude that's contagious. They also have a strong bias for action and never rest on past successes. Great leaders have a nose for talent and can recruit and develop talent and put the right people on the right seats in the bus. And good leaders are big thinkers, they are not chained by the physical and geographical boundaries and their current roles.

## ★ ROLE MODELS AND MENTORS

**Rising Stars pay tribute to the individuals who have played a role in their leadership development.**

**SHELLY WEITZ.** Micromass Communications.

My high school English teacher asked me

as I turned in an essay, "Are you proud of it?" The question stopped me and made me reconsider my motivation. Today I still ask that question to check my efforts and to inspire my colleagues. My goal is to bring a sense of personal integrity to everything I do, and I work to drive this same pride in others. And, since as an account director for an agency I'm directly responsible for client relationships, creating a team that regards pride-of-product as integral to our process ensures that we deliver value to our clients every day.

#### LAURA BLAIR, PSKW.

It may sound corny but my husband has been the greatest advocate in my leadership development. He has supported the sacrifices I make in our personal life, steps in even when it is not his turn, and so on. He has his own successful career but he always inspires me to take on the next challenge and make the next move even when we know it will require more of our personal time. We celebrate the wins and analyze the losses together.

#### TARA HARDING, SDI Health.

When I first came to America I was fortunate enough to work for a small investment house on the West coast. The founder, a gentleman named Bart Fenmore, mentored me to always look for alternative solutions and never accept a situation at face value. He demanded each morning that I consider new ways to approach business challenges. At SDI, there are a number of strong leaders and mentors who continue to promote the same drive for innovation and personal growth.

#### EVALEEN MINEZ HARRIS, Flashpoint Medica.

There are several individuals who have contributed to my leadership development. My mother, Donnella McGreer-Minez, instilled in



Each morning I consider new ways to approach business challenges.

★ **TARA HARDING**  
**SDI HEALTH**

## The 2011 HBA Rising Stars



#### LEIGH HOUSEHOLDER

VP, Digital Strategist  
GSW Worldwide

*Leigh's overt passion as a problem solver, her dedication, and a tireless work ethic make her a leadership example, the epitome of a Rising Star.*



#### AMY HOWARD

Account Director  
Palio

*Amy's incredible work ethic, dedication to her team, drive to succeed, and exemplary leadership make her a Rising Star.*



#### SHERI HUMPHREY

Global Franchise Leader  
Merck

*Sheri's inspirational leadership, drive toward business results, strong support of diverse people and thoughts, and respect from her colleagues make her a Rising Star.*



#### STACEY IRVING

Senior Director, Channel Marketing  
McKesson Patient Relationship Solutions

*Stacey is an admired leader who works alongside her team and industry stakeholders to further the goal of improving medication adherence.*



#### ANGELA JACKSON

Editorial Manager, Special Projects,  
VisionCare Group  
Wolters Kluwer Pharma Solutions

*Angela has generated a brighter spotlight on our unique position in the marketplace, where she has impressed clients with her meticulous attention to detail and can-do attitude.*



#### MARINA JEAN, M.D.

Managing Partner, Director of Strategic and Scientific Services  
AgencyRx LLC

*As an internal leader, Marina has built up, and expanded the capabilities of the strategic services group of AgencyRx.*



#### MELANIE JENTER

VP, Group Account Director  
Saatchi & Saatchi Healthcare Innovations

*Melanie's intelligence, drive, and leadership make her an invaluable member of the team.*



#### SARAH KAPS

Senior Director, Digital Project Management  
GA Communication Group

*Sarah exemplifies the 'GA Way.' She is a trusted, reliable, and dedicated team leader who is invaluable to our agency's success.*



#### KIMBERLY KELLERMANN

Flow Operations, Executive Director  
Boehringer Ingelheim USA Corp.

*Kim exemplifies transformational leadership qualities in all she does. Her pride, passion, professionalism, and commitment are contagious.*



#### LISA KERBER

Senior VP, Global Pharma Solutions  
IMS Health, US

*Lisa has been a role model and top performer in every position she has been in at IMS from practice area leader to VP.*



#### LINDA KETCHUM

Senior VP, Associate Creative Director, Copy  
RosettaWishbone

*Linda is a rare talent who combines strategic vision, scientific fluency, and creative flair in one compelling package.*



#### MARNI KIROUSIS

VP, Finance, Genzyme Multiple Sclerosis and Transplant/Oncology  
Genzyme Corp.

*Marni provides invaluable judgment concerning both direction and execution for Genzyme's businesses with good humor and a can-do approach.*

## The 2011 HBA Rising Stars



**JESSE KLEIN**

VP, Strategy  
Motivation Mechanics

*"No Risk No Reward" is Jesse's mantra. There is no challenge that she deems insurmountable. She's not just a Rising Star, she's a Super Star.*



**JANET KOCH**

Director, Sales Representative Development  
Purdue Pharma LP

*In addition to training and developing more than 500 representatives, Janet mentors talented women in the sales force and has helped recruit many into the home office.*



**JEANA KONSTANTAKOPOULOS**

Senior Project Manager  
Big Communications

*Jeana truly exemplifies passion, leadership, and dedication. She is a role model for her team and our Rising Star.*



**JESSICA LABITA**

Marketing Communications Manager and  
Product Manager  
QPharma Inc.

*With more than 10 years of experience, Jessica is well-respected by her peers and is considered a team player who will mentor less experienced personnel.*



**STACY MECHAM LALLY, M.ED.**

Account Director, Business Development  
ImpactRx Inc.

*Stacy displays exemplary leadership qualities and a commitment to advance the service levels and insights we provide clients. She continually steps up to new challenges and has excelled in her new role as account director.*



**MARIBETH LANDWEHR**

Director, Corporate Communications  
Astellas Pharma US Inc.

*Maribeth is a trusted adviser to her staff and leaders around Astellas; she is a role model of how to live the company's corporate values.*



**ANNE LAPRADE**

Account Director  
Kantar Health

*Anne's can-do attitude has made her a trusted advisor to clients and colleagues; she is sought after for insight, opinion, and comment. Anne is indeed a Rising Star and emerging leader.*



**ANN LEE-KARLON, PH.D.**

VP, Portfolio Management and Operations,  
Genentech Research and Early Development  
(gRED)  
Genentech Inc.

*Ann combines scientific knowledge with business acumen, and always remains patient-focused. She is a role model and mentor not only to women but to all aspiring leaders.*



**LORETTA LENZKE**

Senior Manager, Advisory Services  
Ernst & Young LLP

*Guided by her sharp business acumen, Loretta helps life-sciences stakeholders think through and develop innovative approaches that advance strategies and achieve operational excellence.*



**WENDY LEVINE**

Senior VP, Group Account Director  
The CementBloc

*Wendy constantly looks for new challenges and opportunities and has become an indispensable partner to her client and brand teams.*



**RHONDA LEVINSON**

Client Services Director  
Publicis Touchpoint Solutions Inc.

*Rhonda has emerged as a true leader and role model and she brings extraordinary passion and leadership to every program in which she works.*



**KAREN LEWIS**

Director Human Resources, Cardiovascular  
Metabolics  
Bristol-Myers Squibb

*Karen has had remarkable results in improving team effectiveness and developing and implementing a talent and organizational strategy.*



During my career, four women have shown me what true leadership is.

★ **EVALEEN MINEZ HARRIS**  
**FLASHPOINT MEDICA**

me the idea that being someone who people could turn to for advice or management was something to work toward. She encouraged me to approach every perceived problem as a positive learning experience and that nothing was ever too challenging to find a solution. During my career, four women have really shown me what true leadership is. The managing partners of Flashpoint Medica — Risa Bernstein, Charlene Prounis, and Helen Appelbaum — each have their own leadership styles, and I've had the privilege to pick up elements from their examples, such as a strong focus from Charlene, an openness to people from Risa, and a devotion to a work ethic from Helen. And lastly, my mentor Bebe Bernstein has always provided me with a real sense of ownership, has always trusted my opinion and skills, and gave me the space to develop as an individual.

**LEIGH HOUSEHOLDER.** GSW Worldwide.

So many people have provided me with support. One I'd call out particularly is Scott Page, senior VP, account services, with The Well @GSW. He demonstrates a kind of leadership that I think we all aspire to. He trusts and respects his key team members, maintains optimism in the face of any challenge, knows how important the details are, and always has a next big idea. The result: he inspires absolute confidence up and down the line.

**DR. MARINA JEAN.** AgencyRx.

I have been influenced by everyone around me. I've always looked to all the different leaders around me to see what I can learn — the good and the bad.

**CATHY PAGANO.** Institute for Continuing Healthcare Education.

Early in my career, my first boss was a re-



Congratulations  
HBA honorees  
**Freda Lewis-Hall,**  
**Daria Blackwell, Ian Clark,**  
and our own Rising Star,  
**Evaleen Minez Harris**



**Ready to take your brand where it's never been before?**

**Experience an agency equipped for more than the well-traveled road.** We drive client success through rugged strategies and exhilarating creative. So call Charlene Prounis or Risa Bernstein at 212.894.9750 and discover advertising for the unbeaten path.



Adventurous advertising  
& communications

An Omnicom Group Company

## The 2011 HBA Rising Stars



**DEBBIE LIMONES**

Senior Practice Executive  
Campbell Alliance

*Always a team player, Debi is a valued mentor and coach to many of her colleagues.*



**NANCY LOGUE**

Director, Human Resources  
Compas Inc.

*Nancy's dedication to her colleagues and our organization's success makes her a true Rising Star.*



**JULIE MANN**

Regional Sales Director, ADHD Sales  
Shire Pharmaceuticals

*Julie is an accomplished leader who pours an endless supply of energy and passion into developing her people to achieve higher performance.*



**KAREN MASSEY**

State Manager, Arizona (RBU West)  
Pfizer Inc.

*Karen's enthusiastic and engaging leadership style, commitment to innovation, and exceptional business acumen were the driving forces behind many of her successes in U.S. primary care last year.*



**ANNA MCCLAIN**

Media Account Supervisor  
Communications Media Inc. (CMI)

*Anna's responsiveness, attention to detail, and commitment to producing strategic, channel-neutral media plans guarantee client satisfaction.*



**LORRAINE MCCLAIN**

Director, Corporate Quality Systems  
Cephalon Inc.

*Lorraine is a shining example of rational leadership and a role model within Cephalon. She leads with competence and professionalism.*



**SUSIE MCFADDEN**

Regional Manager  
Millennium Pharmaceuticals/The Takeda  
Oncology Company

*Susie commands respect from her team and is warm and appreciative of her team's strengths. She is an exceptional leader with an authentic personal style that inspires others.*



**LAURA MCKEAVENEY**

Head Human Resources Reg. Europe  
Novartis Pharma AG

*Laura's integrity, openness, strong work ethic, and sense of humor are just a few reasons why she is our Rising Star.*



**SHUET MOY**

Senior VP, Group Account Director  
Medicus Life Brands

*With an eye toward the future in healthcare communications, Shuet's enthusiasm to take on new challenges is always inspiring.*



**KIMBERLY NAU**

Senior Brand Manager, One A Day  
Bayer HealthCare, Consumer Care

*Kimberly's major role in developing and communicating the strategic direction for the Women's Leadership Initiative and in attracting top talent through MBA recruiting, epitomize her Rising Star status.*



**MEREDITH NOCILLA**

Director, Account Services  
Dowden Health Media

*Meredith has risen rapidly through a succession of posts of increasing responsibility, and now she oversees the formulation and implementation of strategy for some of the medical-communications agency's most important accounts.*



**CYNTHIA NORTH**

Consumer Marketing Director  
Bayer HealthCare

*Cynthia has demonstrated pioneering leadership at both the commercial and organizational level.*



So many people have provided me with support and guidance.

★ **LEIGH HOUSEHOLDER**  
**GSW WORLDWIDE**

spected subject matter expert and communicator. He led by example, and I was therefore inspired to perform my best for him. I remember how effective he was not only with me but with all those around him. And over the years, I have endeavored to adopt his style as my own. In the years that followed, I have been fortunate enough to have many managers who believed in me. This has given me a sense of confidence. My current boss embodies the same wonderful traits as my first, which continues to inspire me.

**LISA BERDAN.** Duke Clinical Research Institute.

There were three very special people who have played key roles in developing my skills to become a leader. Two of them were physicians who have spent their life's work improving the care of people around the world with heart disease. From them I learned how to stay focused on the big picture, how to lead with integrity, and how best to inspire those around me. The third person was my mom; she was a military wife who taught me perseverance, which was a critical skill that allowed me to let nothing stand in the way of my dreams. She is 81 now and I still have a hard time keeping up with her.

**CHRISTA HEYDT.** Johnson & Johnson Pharmaceutical Research & Development LLC.

It took a long time to realize, but the fundamentals of everything I needed to know were learned before I ever left home. My mother taught me you have to learn hard lessons and teach hard lessons. The key is that you learn from them. My father taught me to al-



## Shelly, we know **exactly** how you feel.

One of the many things we love about Shelly is that we never have to guess the mood she's in. With a turn of the page on her desktop emoticon flipchart, she announces to the world how she's feeling at any given moment. No doubt about it—Shelly's an excellent communicator in every single aspect of her life.

Shelly's deep understanding of her clients and her passion for bringing out the best in a person, concept or campaign truly makes her a star. Shelly is the rare individual who can straddle accounts and creative with credibility, making her the account person you want to work with.

**Shelly, we're honored to have you on our team. That's how we feel. Thank you.**



## The 2011 HBA Rising Stars



**KANA ODAWARA**

Chief Financial Officer, Stryker Japan  
Stryker Corp.

*Kana is dedicated to developing her team for future leadership at Stryker, and she motivates through optimism.*



**CAROLYN LAMBORN O'NEILL**

Senior VP, Group Creative Director, Copy  
The CDM Group

*Carolyn is an exceptional manager and mentor, inspiring new writers and colleagues alike. She is a Star to us.*



**SUSAN OSTROWSKI**

Senior Director, Marketing and Sales  
DSM Pharmaceutical Products

*Susan is a leader who energizes her team to achieve challenging performance goals while delivering best-in-class custom manufacturing services.*



**CINDY OTTERMAN**

VP, Support Services  
Cegedim Relationship Management

*Cindy contributes her wisdom, innovative ideas and straightforward approach to the process of making decisions regarding company direction.*



**CATHY PAGANO**

President  
Institute for Continuing Healthcare Education,  
a Vox Medica Company

*Cathy exudes a dynamic and contagious can-do attitude. She engages internally and externally as a leader focused on educational imperatives to improve patient care.*



**JILL PETRIE**

Copy Editor  
Cramer

*Jill leads by example; she is thoughtful, professional, and thorough in all her endeavors. She supports and encourages all those around her.*



**KELLY PRICE**

Senior VP, Oncology Business Unit  
The Planning Shop International

*Kelly's passion for oncology and exuberant interface with clients has facilitated a Star performance.*



**LINDA RICHARDSON**

VP, Multaq Marketing  
Sanofi-Aventis

*Linda is a role model known for her natural ability to connect with individuals and foster development at all levels. Creativity and passion are key attributes that contribute to her ability to build a high-performing team.*



**JENNIFER ROBESON**

Area Director, Managed Markets  
Daiichi Sankyo Inc.

*Jennifer's dynamic, charismatic leadership and her strong commitment to innovation and excellence contribute to her success as a highly valued colleague at Daiichi Sankyo.*



**JULIE ROBINSON**

VP, Group Account Supervisor, Brand Chemist  
Grey Healthcare Group

*Julie is a shining example of grace, poise, warmth, and intelligence. She is a friend, a mentor, a colleague and a Star in every sense of the word.*



**ALLISON MAY ROSEN**

Chandler Chicco Companies

*Allison is recognized by clients and colleagues alike for her smarts, leadership, and passion for her work.*



**AILEEN RUBIO, PH.D.**

Senior Scientist II, In Vitro Biology  
Cubist Pharmaceuticals Inc.

*Aileen is recognized by colleagues inside and outside of Cubist as a strong leader, pivotal collaborator, team player, and outstanding role model.*



Great leaders motivate their teams by creating a supportive, engaging, and fun environment so team members are excited to go to work every day.

★ **KAREN MASSEY**  
**PFIZER**

ways find a way. Anything can be done, the only question is how. My sister taught me to be authentic. There is only one of you so strive to be the best one there is. My brother taught me to be flexible and adapt. No situation will ever be perfect, deal with it and move on.

## ★ LEADERSHIP TIPS AND TOOLS

Rising Stars discuss the leadership techniques they use for success.

**HEIDI BURTON.** Lundbeck.

Continually pursuing education and learning are important to me. I believe that keeping in touch with current marketplace trends and opportunities helps people lead their organizations in the right direction and achieve the results desired. An equally important aspect of effective leadership is finding balance and pursuing interests outside of the corporate world. To lead and motivate, you need to be able to demonstrate to your organization that there is more to you than your work. Sharing your interests and what matters most to you outside of work keeps you real and relatable.

#### STACY BUSKING. Siren Interactive.

Identify someone to look up to. A mentor doesn't even have to know that he or she holds that position in your development. Pay attention to feedback from others, even if you don't like what they have to say about you. Use what you learn as a tool for improvement and set short-term and long-term goals. Make decisions that lead you in that direction. If you find yourself straying, realize it, understand why, and recalibrate.

#### STEPHANIE DEVITERI. Tonic Life Communications, a Huntsworth Health Company.

Be approachable with your teams and clients. Take the time to understand their challenges and recognize their achievements. Be open to feedback on your management style and how to improve it, and embrace teachable moments with others by offering them that same constructive feedback.

#### AMY HOWARD. Palio.

Have open eyes and ears during your daily interactions. Strong leaders are ones who are capable of learning and listening to others.

#### ALLISON WIDLITZ. Actelion Pharmaceuticals US Inc.

One of the pieces of advice I would share with anyone pursuing career advancement is to first, build up your core strengths and develop new skill sets along the way. Second, play an active role in your leadership development. Finally, mentor and advocate.

#### LORI TIERNEY. Endo Pharmaceuticals.

Perfect the art of listening, work hard at understanding the true motivations of individuals, be vulnerable, be present, make it personal and model what you wish to see in your leaders.

#### SHUET MOY. Medicus Life Brands.

When encountering a difficult or sensitive situation, always put yourself in others' shoes and ask how you would feel in that circumstance.

#### JESSICA TILAK. Celgene.

Finding a mentor who is honest and willing to provide feedback is an important aspect of continually improving leadership skills. Of course one needs to be receptive and act on this feedback even when it's difficult.

#### KAREN LEWIS. Bristol-Myers Squibb.

Some of the tools that I find valuable for myself and often I use in the development of others include: personality assessment instruments, 360 feedback, and mentoring relationships. To me, development begins with an un-

I learned perseverance from my mom, which taught me to let nothing stand in the way of my dreams.

★ **LISA BERDAN**  
**DUKE CLINICAL**  
**RESEARCH**



derstanding of how your personal values and beliefs play into the way you engage others and how they experience you. It all begins with being aware, modulating your behaviors, and being purposeful in your actions.

#### TAMMY RYERSON. Segmedica.

A leader must be a good communicator who cares for team members, is knowledgeable in their field, is a strategist who looks to the future, and is a change agent who gets things done through others. I would recommend volunteering both within your organization as

well as within your field and the community as a way to develop both your team building and individual leadership skills. And remember, a leader does not look back to see if she is being followed. Leadership is defined by followership.

#### SHERI HUMPHREY. Merck.

I am fortunate to work for an organization that provides online and classroom leadership development training and tools. Outside of those opportunities, I try to identify opportunities outside my organization to participate in

## Duke Clinical Research Institute

From Thought Leadership to Clinical Practice



# The sky's the limit with our rising stars.

Congratulations to **Lisa Berdan** for being recognized by the HBA's "Rising Stars" program in 2011.

- ACADEMIC LEADERSHIP
- GLOBAL COLLABORATION
- OPERATIONAL EXCELLENCE

[dcri.org](http://dcri.org) | For more information, contact Suzanne Pfeifer at [suzanne.pfeifer@duke.edu](mailto:suzanne.pfeifer@duke.edu)



## The 2011 HBA Rising Stars



### TAMMY RYERSON

Client Services Director  
Segmedica

*Tammy's ability to connect with clients and her enthusiasm and dedication have proven to be invaluable to the growth of our business.*



### JESSICA SCHUTZ

VP, Account Director  
Saatchi & Saatchi Wellness

*Jessica's intelligence, tenacity, and productivity are examples for us all, but what we treasure is her contagiously friendly persona.*



### JESS SEILHEIMER

Senior VP, Digital Strategy & Planning,  
Euro RSCG Life MetaMax NY,  
Havas Worldwide Health

*Jess exemplifies "creative isn't a department; it's a mindset." She's been pushing digital boundaries before arriving at MetaMax.*



### AARTI SHAH, PH.D.

VP, Global Statistical Sciences & Advanced Analytics  
Eli Lilly and Company

*Aarti leads by example — staffing and developing a diverse team, fostering a transparent culture, and sharing personal triumphs to inspire others.*



### ANDREA HESLIN SMILEY

President  
VMS Inc.

*Andrea is a visionary whose endless energy and charisma, coupled with her healthcare knowledge and prowess, inspire others to achieve at the highest level.*



### SHANNYN SMITH

VP, Management Supervisor  
ProHealth, a division of Draftfcb Healthcare

*Always willing to take on new challenges with poise and grace, Shannyn exemplifies the definition of a Rising Star.*



### PAMELA STEPHENSON

VP, Marketing Excellence & TVR Launch  
Vertex Pharmaceuticals Inc.

*Pamela's strong work ethic has been crucial while leading key initiatives to support the potential launch of Vertex's new medicine known as telaprevir.*



### JENNIFER STRASSBURGER

Senior VP, Group Strategy Director  
Saatchi & Saatchi Health Communications —  
New York

*Jennifer has a unique ability to empathize with clients' needs and bring strategic solutions.*



### LIZ STUECK

VP  
JBK Associates Inc.

*Liz is passionate about mentoring and leading others while driving results with grace, enthusiasm, and professionalism.*



### ASHLEY TAPPAN

Client Development  
Insigniam Performance

*Ashley's professionalism and passion for her work are immediately obvious to anyone she meets. Building relationships of trust and mutual value are just two of her strengths.*



### LORI TIERNEY

VP, Commercial Innovation & Customer Solutions  
Endo Pharmaceuticals

*Lori plays an active part in shaping the future of the company by motivating, encouraging, and rewarding individuals for their commitment and ongoing efforts.*



### JESSICA TILAK

Senior Director, Clinical Data Operations, Systems & Standards  
Celgene Corp.

*Jessica has led cross-functional teams to implement technology and process improvements resulting in efficiency and effectiveness gains across Celgene's clinical studies.*

I try to identify opportunities outside my organization to participate in seminars or online training programs.

★ **SHERI HUMPHREY  
MERCK**



I recommend volunteering within your organization as well as within your field and the community as a way to develop your team building and individual leadership skills.

★ **TAMMY RYERSON  
SEGMEDICA**

seminars or online training programs to learn how other leaders within and outside my organization as a way to become and remain successful.

**CHRISSY CIANCI.** Group DCA.

Some of the most effective leaders keep their approach simple and clear. I recommend



## The 2011 HBA Rising Stars



**JENNY DIAZ TONOS**

Art Supervisor  
CAHG

*Jenny is an extraordinary leader and global activist for issues of importance to women. She has helped change the world through volunteer efforts focused on issues affecting women, including poverty and education.*



**IVANKA TOUDJARSKA, PH.D.**

Senior Scientist, Research  
Alnylam Pharmaceuticals Inc.

*Through her unrelenting passion, expertise and broad scientific knowledge in RNAi, Iva has pioneered and led important discoveries in the field.*



**JILL ULAM**

Senior Human Resources Manager  
Medex Global Solutions

*Jill exemplifies Medex Global Solutions' core value of customer service. She plans strategically and implements impeccably and enables Medex to be a market leader.*



**SHELLY WEITZ**

Account Director  
MicroMass Communications, Inc.

*Shelly personifies leadership. She's always a resource for her clients. Shelly is a shining light in our agency, and a Rising Star in this industry.*



**ALLISON WIDLITZ**

Associate Director, Corporate Affairs  
Actelion Pharmaceuticals US Inc.

*Allison is a results-driven individual who exemplifies Actelion's core values of open communication, teamwork, and innovation.*



**JOAN WILDERMUTH**

Group Creative Director, Senior VP  
Juice Pharma Worldwide

*Joan has infused the agency with her extraordinary talent, leadership skills and effusive personality, setting the standards for both creative excellence and a warm interpersonal culture.*



**MEREDITH WILSON**

VP, Group Account Supervisor  
Phase Five Communications

*Meredith is a superb manager and mentor who makes juggling an art form. She's bright, results-driven, and consistently helps us achieve our goals, while continuing to remain customer- and quality-focused.*



**ELYSE WINIER**

Manager  
Vynamic

*Elyse applies her strong work ethic and easy going demeanor to lead both strategic and operational initiatives.*



following a short set of rules: always provide clear direction. The more clear the vision is, the better the chances of achieving the expected outcome; always remember that everyone on a project is playing an important role. Make sure they are aware of how valued they are; and always foster a positive working environment.

### HEATHER GERVAIS. Epocrates.

Let me just start with saying that I don't believe there is a secret recipe or standard roadmap to becoming a great leader. I think there are a lot of great books and tools (e.g. Myers-Briggs, The DiSC Personality Assessment, etc) that can help individuals become self-aware and identify potential areas for improvement. I also think it helps to have someone to speak with honestly, but you have to be open and willing to hear constructive criticism. This can be someone in your personal life, a professional mentor or even a career coach.

### JILL PETRIE. Cramer.

A 15-minute daily team meeting helps set the day's priorities while also providing a rallying cry. It lets the team air out possible problems, issues or conflicts and brainstorm solutions. Longer weekly team meetings aimed at growth are needed to share information, explore topics, and find ways to get better at what we do. Trust your team. I tend to let my senior writers work with little oversight, involving me only when they need my help. For more junior writers, they often seek out more help and oversight and for them, I have a more formal process that gives them more time to review and brainstorm with me along the way. Remember to trust your gut. One example of how I trust my gut: my mentor Kel offered me a job on the spot during my first interview.

Talk about exciting. That approach instantly made me feel special, and got me excited that my new employer was equally excited to have me as part of the team. Many companies today don't allow for quick hiring decisions but I've done it three times and they have been some of my best hires.


### SHARLENE CIRILLO. GlaxoSmithKline.

I have recently had the opportunity to participate in storytelling workshops. Storytelling is not only a historic way of passing along knowledge and teaching values but it is also a very effective and modern tool to engage people in the organization. By personalizing situations and sharing a bit of one's self, you can break down barriers and get people to listen to the message that you are working to deliver.

### JENNIFER COLAPIETRO. PwC.

Listen and learn, engage others, act with confidence, deliver results, embrace diversity, rise to the challenge, see it through, harness energy, inspire and motivate, provide opportunities and reward — in other words: leadership.

### STACEY IRVING. McKesson Patient Relationship Solutions.

I have found that the opportunity to step out of your day-to-day activities and attend a leadership class or seminar is a fantastic opportunity for growth. 

USE YOUR QR CODE READER  
OR GO TO  
[bit.ly/PV0511-RisingStars](http://bit.ly/PV0511-RisingStars)



# HBA's 2011 LEADERS

Each year, the Healthcare Businesswomen's Association pays tribute to high-potential women throughout the life sciences. These outstanding individuals are put forth by their organizations based on their leadership qualities, contributions to their companies, and dedication to the industry.



A great leader provides a clear vision, communicates the tough things that need to be said, and fosters a positive environment.

★ **CHRISSY CIANI**  
**GROUP DCA**

**TAMMY RYERSON.** Segmedica.

Great leaders originate, develop, and project a vision for the future of their team and organization. They ask what and why and watch the horizon for new opportunities and challenges while leaving the how to the broader team. They take risks and challenge the status quo. Great leaders lead by example and with absolute integrity. To be a great leader does not come easily or without a substantial amount of hard work. Leadership does not mysteriously appear.

**CAROLYN O'NEILL.** The CDM Group.

The traits of a strong leader include: creativity and the ability to inspire creativity in others; a clear sense of direction that others can understand, believe in, and follow; a commitment to coaching others and recognizing their achievements; and being open to new ideas, other opinions, and change.

**LAURA BLAIR.** PSKW.

Leaders need belief, vision, and passion. Leaders need to believe in the goals/objectives of any task to build a client's program, work with multiple stakeholders, etc. Leaders need vision and the ability to hold that vision through difficulties and distractions. Passion is a key part of being a great leader; passion will move obstacles and inspire teams, it is a power source for any leader.

**KIM KELLERMAN.** Boehringer-Ingelheim.

Leaders need to engender trust, which is the result of specific behaviors: accountability, re-

sponsibility, and authenticity. Leaders build and maintain trust by being authentic, open, honest, and sincere. They are approachable and transparent. Good leaders exhibit responsibility by conducting crucial conversations when necessary; provide effective, meaningful feedback; and communicate and connect. They are also accountable; they take ownership of behaviors, actions, and results; they deliver on commitments; and they have high standards.

**MEREDITH NOCILLA.** Dowden Health Media.

A great leader is willing to take risks. Taking risks not only means that one is open to potentially failing and to dealing with the consequences and negative self-talk, but also being open to succeeding, which can be just as scary. Great leaders are also able to build solid relationships with colleagues.

**RHONDA LEVINSON.** Publicis Touchpoint Solutions Inc.

The remarkable leaders I've had the pleasure of working with actually don't necessarily view themselves as great leaders. Great leaders are, however, always learning, growing, and focusing on creating an environment in which their team can flourish and produce great results. My 10-year-old daughter, Madison, recently told me that she thought a great leader was someone who is level-headed, hard working, optimistic, selfless, and able to be serious, yet gentle. I think my daughter has the best definition of a great leader that I've ever heard.

**JULIE MANN.** Shire Pharmaceuticals.

The traits that I strive to demonstrate and consistently improve upon are discipline, courage, and humility. It is my belief that great leaders are disciplined around their own development so as to not become complacent. Great leaders demonstrate courage by doing the things that other leaders will not. They have courage to make tough — and sometimes unpopular — decisions that benefit individuals and the business, the courage to take measured risks, and the



Great leaders are dynamic individuals who innovate to drive their organizations to be stronger.

★ **CINDY AFSHARI**  
**AMGEN**





We spend more time in the office than with our families, so enjoy it — work hard, work smart, and have a few great laughs every day.

★ **SONJA FOSTER-STORCH**  
**HEALTHED**

courage to always be honest. Finally, great leaders show humility by their effort to continuously learn at every level from every level.

**CHRISTA HEYDT.** Johnson & Johnson Pharmaceutical Research & Development LLC.

Great leaders need to inspire those around them to work together to achieve a common goal. This takes balance. A leader must be engaged and provide high-level guidance and direction for the team. At the same time, a leader must empower the strengths of the team and encourage smart risk-taking. A leader needs to be a cheerleader when times are good and a beacon when times are bad. A leader must also have integrity and sincerity to maintain the wellbeing of the team while striving to achieve the goal.

**DR. AMY DUGUAY.** Precept Medical Communications, Sudler & Hennessey.

Being a great leader extends well beyond any title that one could ever hold. The traits that successful leaders possess can be broadly categorized into: the ability to relate to others, have confidence in one's own knowledge and abilities, and be committed to achieving results. The most effective leaders who I have encountered are those who treat everyone with respect and have the ability to listen and communicate well with others.

**VALERIE ACITO.** Novartis Pharmaceuticals Corp.

Great leaders are broad and critical thinkers; they inspire and empower teams and individuals to perform to their fullest potential; they are highly self-aware and consistently look for ways

A leader is someone strong and confident enough to stand up for what, and who, they believe in.

★ **SANDRA GULBICKI**  
**TORRE LAZUR MCCANN**

to improve; and they can flex their leadership style to what is most appropriate for the situation. They are purposeful and value-driven and can make the tough calls with a healthy balance between conviction and compassion. Great leaders truly value their people and know their success is the result of the success of their people and not the other way around.

**CATHY PAGANO.** Institute for Continuing Healthcare Education, a Vox Medica company.

The most important traits of a great leader are integrity and compassion. A great leader is a respected subject matter expert and an effective communicator. He/she projects confidence and is a self-assured decision maker that imparts inspiration to those around them. A great leader takes on the challenge of mentoring others and leads by example, not by an iron fist, but rather a gentle hammer. A great leader is never afraid to admit when she is wrong or to say I'm sorry.

**CARLA CALIZAIRES.** Novo Nordisk.

Leaders today need to be able to connect to a workforce that for the first time ever includes four different generations and speak to all of their needs. We need leaders who operate with wisdom, are multifaceted, genuine, forward-thinking, and can inspirationally lead through change. Gone are the days where workers will stay with one organization for 30 plus years. Leaders need to be able to successfully create a culture where people will want to stay and take ownership for the organization's success. Most importantly, a great leader should demonstrate unwavering character.

**DONNA GARROD.** Publicis Healthcare Communications Group.

There are many traits to being a great leader, the following are at the top of the list: honesty, integrity, transparency, authenticity, sensitivity, passion, and innovative. Strong leaders show they value all contributions that are brought forth and embrace a collaborative approach. They have a way of letting individuals around them shine and are ready to jump in to provide support if necessary.

**JANET KOCH.** Purdue Pharma.

Great leaders lead with an open mind and a cool head. They listen, motivate, inspire, and teach. The most important quality of a great



Dedication and passion for our work are of utmost importance. Creativity is born from a fun and optimistic environment.

★ **AMY HOWARD**  
**PALIO**

leader is someone who believes she is always learning and that her personal best is yet to come. Great leaders see everything as possible.

**JENNIFER COLAPIETRO.** PwC.

Great leaders exhibit drive and commitment and are constantly challenging and developing themselves and others on an ongoing basis. A great leader is someone who understands the im-





I am especially honored to be recognized by the HBA, given the important role that organization plays in recognizing and advancing women in the healthcare industry.

★ **LISA KERBER**  
IMS HEALTH

importance of: a support network, building a team, thinking outside of the box to approach problems in new and creative ways, and diversity.

**TARA HARDING**, SDI Health.

Successful leadership is built on the ability to clearly communicate goals and encourage each team member to own that goal and their role in its success.

**CINDY OTTERMAN**, Cegedim Relationship Management.

Integrity — in thoughts, actions, and words

Great leaders believe in the strength of the people around them. They know how to motivate, inspire, develop talent, and guide others.

★ **MELANIE JENTER**  
SAATCHI & SAATCHI HEALTHCARE INNOVATIONS

— is the most important quality of a leader. It is critical in building relationships and in mentoring and guiding experts so that the team is able to plan and execute the vision.

**ANDREA HESLIN SMILEY**, VMS • BioMarketing Company.

A great leader steps forward to address difficult issues; stands firm on behalf of the organization and key stakeholders; and aggressively pursues ways to help remove barriers and address issues to free up employees to focus on important work. Leaders influence others by persuading, gaining support, and getting commitment. They coach and develop talent to bring the best out in others by accurately assessing employees' strengths and development needs and providing feedback, coaching, and opportunities to develop.

**KIMBERLY NAU**, Bayer HealthCare, Consumer Care.

A great leader inspires others, is a good communicator, is a good listener, and is forward-thinking. One of the most important traits of a successful leader is recognizing that leadership is a two way street. It is just as important to inspire and lead others, as it is to listen and learn from others.

**EVALEEN MINEZ HARRIS**, Flashpoint Medica.

Great leaders inspire others to perform at their best. Great leaders give their teams the tools and training to function on their own while giving them the support when needed.

**SANDRA GULBICKI**, Torre Lazur McCann.

Great leaders are strong and confident enough to stand up for what, and who, they believe in. They help others realize their potential and are savvy enough to know when to step out of the spotlight to let others shine. They listen to people and interpret situations to arrive at the best result. Leaders are genuine and inspire others with a word, an action, and most importantly by example.

**LINDA RICHARDSON**, Sanofi-Aventis U.S.

Great leaders have the ability not only to



Great leaders recognize the power of teamwork and collaboration and they exemplify integrity, strength, and a commitment to excellence.

★ **MARNI KIROUSIS**  
GENZYME

recognize what needs to be done, but to clearly articulate the vision throughout an organization so that each person is able to connect with what needs to be accomplished. Great leaders combine strategic business acumen with an ability to communicate and connect with the people who will make it all happen.

**MEGHAN DUBOIS**, Johnson & Johnson Health Care Systems Inc.

Great leaders are authentic and assume personal ownership/accountability for their actions. They are self-aware and willing to listen and learn from others. The top five leadership qualities that I think are most important are: honesty, integrity, passion, curiosity, and vision.

**JESSICA SCHUTZ**, Saatchi & Saatchi Wellness.

Great leaders clearly and compellingly communicate a future vision that inspires and challenges their teams to contribute. They create a climate in which people want to do their best.

**STEPHANIE DEVITERI**, Tonic Life Communications, a Huntsworth Health company.

The top three traits of a great leader are: integrity, a collaborative spirit, and strong interpersonal skills. Although challenging at times, being truthful and direct with clients, peers, staff, and external partners allows leaders to set clear expectations for the task at hand while also holding themselves and others accountable for the results. A collaborative spirit requires



Make decisions that lead you toward short and long-term goals. If you find yourself straying, realize it, understand why, and recalibrate.

★ **STACY BUSKING**  
**SIREN INTERACTIVE**



I am blessed to work with a number of truly remarkable leaders — women and men — who play a material role in the work that I do for clients and in my professional development.

★ **LORETTA LENZKE**  
**ERNST & YOUNG**

leaders to work effectively in a team structure by not only communicating their vision, but being active listeners and acknowledging the different roles each person plays in successfully reaching an end goal. Finally, interpersonal skills, or people skills, are just as, if not more, important than job skills alone. Great leaders focus on understanding people and nurturing their talents, and overall, are just plain likeable.

**SARAH KAPS.** GA Communication Group.  
Some of the best traits a leader must have



are being a good listener, being able to determine a problem, and making a decision in a timely fashion.

**MEREDITH WILSON.** Phase Five Communications.

I believe there are several characteristics that can be overlooked when trying to describe the qualities that make a great leader, such as a sense of humor, a collaborative work style, and the ability to lead by example. These qualities can inspire creativity, ownership, and loyalty by the team and excellence in the work produced.

**LEIGH HOUSEHOLDER.** GSW Worldwide, an inVentiv Health company.

The characteristics of leadership are often contradictory — having a clear vision but being open to new ideas; demonstrating the confidence to do what's right and the humility to know you don't have all the answers; having the curiosity to look broadly and the creativity to develop bold new solutions.

**DR. MARINA JEAN.** AgencyRx.

Great leaders are visionary — they have a point of view and are always thinking one step ahead as to what is next. They are human, they know their strengths and limits and they own and learn from their mistakes. They are inspirational, they are able to move and unite people to a common cause. They are identifiable, they excel at what they do and bring thinking that is on a different level. Great leaders know that it is not all about them, but about the team of people around them. They listen to their team,



Effective leadership is a continuous learning experience.

★ **ANN LAPRADE**  
**KANTAR HEALTH**

own their actions, and adjust the course as needed. At the end of the day, a leader must be comfortable constantly resetting the bar such that others believe and want to come along for the ride.

**JESS SEILHEIMER.** Euro RSCG Life Metamax NY.

Great leaders encompass the ability to



## Rising Stars



The best leaders possess a learning mindset. They slow down long enough to reflect, gather, and share insights from others, and consciously apply their learnings.

★ **KAREN LEWIS**  
**BRISTOL-MYERS SQUIBB**

**CINDY AFSHARI.** Amgen.

Great leaders are dynamic individuals who innovate to drive their organizations to be stronger. They sometimes have to make tough decisions to evolve positive change and understand that a strong communication plan is an important accompaniment to change. Great leaders empower their staff and afford them opportunity to take risks and learn from mistakes.

**SUSIE MCFADDEN.** Millennium Pharmaceuticals; The Takeda Oncology Company.

Creating a vision is critical to being a great leader. The vision must be clear and easily communicated. Great leaders must also live their vision through actions and create bridges to access resources necessary to convert that vision into reality. Integrity is also essential to great leadership; actions must reflect inner values. Being a fair and objective leader is part of leading with integrity. Having emotional intelligence is another key trait and separates great leaders from good leaders in my opinion. Great leaders need have dedication and open-mindedness, which work together. Great leader's talk the talk and walk the walk. I would not ask someone on my team to do anything I would not be willing to do myself. Dedication also requires being open-minded to ideas that challenge conventional wisdom. This open-mindedness encourages creativity, which can lead to groundbreaking new ways of doing business. Managing effective communication is critical to effective leadership. Connecting the dots and closing the loop on critical communications is one of the keys to success. Self-confidence and assertiveness are the final traits are pivotal to great leadership. Built into self-confidence are also humility and self-awareness, which are necessary to analyze, adjust, and make great things happen.

I have numerous trusted advisors in my peers, my colleagues, my team, and in my family and friends. When people care enough to give you feedback, take it and be grateful.

★ **SUSIE MCFADDEN**  
**MILLENNIUM PHARMACEUTICALS**

**JENNY DIAZ TONOS.** CAHG.

I believe good leadership is a combination of many traits, including honesty, courage, and imagination. Without honesty, not only will a leader lose the trust of others, but also she will erode her own character. With it, a leader can see the world, as it really is, which is often the first step in solving any problem. Accomplishing something regardless of one's own fears at the moment, requires courage. To have courage one must have fear and yet be able to overcome it. Imagination includes being innovative, seeing things not as they are, but as they could be.

**ANN LAPRADE.** Kantar Health.

Great leaders have to be able to listen to others, have confidence in what they know, and a keen awareness of what they don't know, and the ability to bring out the skill sets, insight and talents from those around them, making a genuine difference in any decision process.

**JENNIFER STRASSBURGER.** Saatchi & Saatchi Health Communications — New York.

Great leaders are defined by their ability to be intelligent, trusted, humble, compassionate, and respected. People want to follow someone who is able to lead them through good times and bad and be able to laugh a little along the way. I most value a leader who can show humility, be able to take charge, and not worry about sweating the small stuff.

**MELANIE JENTER.** Saatchi & Saatchi Healthcare Innovations.

Great leaders believe in the strength of the people around them. They know how to motivate, inspire, develop talent, and guide others. They have a clearly defined vision, are able to articulate it, and understand how to achieve it. Leaders are open to the construc-



A true leader defines the vision of what can be and creates an atmosphere that inspires individuals to excel, structuring teams that achieve more than the sum of the individual parts.

★ **LORRAINE MCCLAIN**  
**CEPHALON**

merge tenured experience, successes, and failures with an opportunistic twist for solution-oriented and actionable outcomes. They are always one step ahead of what is next, able to float atop the masses, yet never afraid to take a deep dive into the details when needed. They are motivating, believable, and challenge others to be better at anything they do and often lead by example.





tive feedback of others, but they will always make their own decisions and chart the course they believe is right. Leaders are thoughtful, yet decisive. Determination, foresight, and imagination combined with passion for a clearly defined vision and respect for others are all qualities that make for a strong leader.

**JILL ULAM.** Medex Global Solutions.

There are many traits that make for a great leader, but the top ones are honesty, good communication skills, and consistency. Honesty/integrity is the most valuable trait of an effective leader. A leader can't be a successful without having good communication skills, which involves speaking and listening. Leaders earn respect from others if they are consistent in how they handle situations.

**MIRIAM ALONSO.** Health and Wellness Partners.

A great leader is honorable, with a strong yet good character, trustworthy. These traits attract the loyalty of team members and ensure the organization's continued success. Great leaders build excellence in their team, convey a strong vision; and are ethical.

**LIZ STUECK.** CareerCentral LLC, a JBK Associates company.

Great leaders listen, learn, inspire, and ignite the action of individuals and organizations. They aim high — reaching for the sky — as well as deep — modeling the responsibility we have to each other, to our organizations and communities, and to our global village. Put another way, leadership is imbued with stewardship.

**JOAN WILDERMUTH.** Juice Pharma Worldwide.

The great leaders I've known have a couple characteristics that stick out. Fearlessness for one — a willingness to say what others won't, try things that haven't been tried before, and risk failing big in the drive to succeed big. On the other end is the ability to instill calm, through maintaining a sense of humor when things get tough, making clear decisions, and listening.

**MARIBETH LANDWEHR.** Astellas Pharma US Inc.

I believe great leaders show confidence in their teams and a willingness to provide opportunities for people to grow, both personally and professionally. Additionally, true leaders need to be approachable and exhibit the qualities expected from their staff. In an environment where people feel valued, trusted, and supported success is inevitable.

**STACY BUSKING.** Siren Interactive.

A leader is an expert in his/her field, but a great leader conveys confidence, makes tough decisions, leads by example, commits to constructive feedback, and maintains a hunger to learn more while encouraging others to do the same.

**NIDEL GANDARA.** PDI Inc.

Above all else, the ability to be an effective communicator is a vital quality of leadership. Communication comes in several forms from what a leader says, to what she does, to how well she listens to others. Clear communication is essential for enabling collaboration across the organization and alignment to common goals. I believe in leading by example and taking on a mentorship mentality to help others grow.

**JENNIFER ROBESON.** Daiichi Sankyo Inc.

A great leader displays integrity in all situa-

It's important to lead by example, trust others to do their job, respect differences, and recognize accomplishment at all levels.

★ **SUSAN OSTROWSKI**  
**DSM PHARMACEUTICAL**

tions and leads by example. One of the most important qualities of a leader is the ability to be able to motivate others in a positive way that delivers on the desired result. Each person is motivated by different things and in different ways, when leaders can identify what the motivators are they can inspire team members to work harder to be the best they can be for themselves and for the team. There are many people who have played a role in my leadership development throughout the years and the common denominator for all of them is that they challenged me to think about leadership in different ways and in them I found one or two things that I knew I wanted to embrace in my continued leadership development. The leadership tools and techniques that I would recommend to others are to be consistent, be a good listener, apply what you learn from others, and motivate others in the way they want to be motivated.

**AMY HOWARD.** Palio.

Within an agency, dedication and passion for our work are of utmost importance. Creativity is born from a fun and optimistic environment. Being a leader means working with a team of experts and knowing a team is stronger

Many of the great leaders I have worked with helped me to learn what leaders should be.

★ **KANA ODAWARA**  
**STRYKER**



Vision, honesty, integrity, respect, know-how, humility, humor, compassion, and charisma are the traits that I believe make for a great leader.

★ **JILL PETRIE**  
**CRAMER**





A great leader understands that she needs to have great people around her to be great herself.

★ **JULIE ROBINSON**  
GHG

**ALLISON WIDLITZ**, Actelion Pharmaceuticals US Inc.

A great leader is first and foremost a visionary. This individual can see where the organization needs to go and by leading through others get there. There are many other characteristics that a talented leader will need to execute the vision. Successful leaders have excellent communication skills. They communicate clearly, calmly and confidently. Notable leaders are passionate about their vision and they inspire and influence those around them. Finally, two critical ingredients are honesty and integrity.

**PAMELA STEPHENSON**, Vertex Pharmaceuticals Inc.

Great leaders are passionate for what they are trying to accomplish in business and personally. Successful leaders must be strong at both business leadership and people leadership. They not only have to be strategic in they planning, thinking, and problem solving but they must also be great communicators and able to sell their ideas and incorporate feedback as they evolve their plans.

**LORI TIERNEY**, Endo Pharmaceuticals.

The traits that make for a great leader are: emotional intelligence, courage, honesty, authenticity, openness, and flexibility. The leadership qualities that are the most important are an advanced critical thinking capability, collaboration, a compelling communication style, and the ability to motivate and inspire people to take accountability and to take action.

**JESSICA TILAK**, Celgene.

The key to being a successful leader is largely dependent upon the team that supports one's efforts. A strong leader should be able to influence, remove obstacles, develop creative solutions, and give proper credit to those who contribute. Leaders should not be afraid to make decisions, even if this means that at times they are the wrong decisions. They should always be accountable for their actions and able to strike a balance between being strategic and driving execution. Most importantly, a leader should lead by example.

**KAREN LEWIS**, Bristol-Myers Squibb.

To me, Jim Collins sums it up perfectly in that leaders are differentiated from others in that they have a wonderful blend of personal humility combined with extraordinary profes-



To be a great leader, one needs to be a visionary, a good communicator, courageous, possess self-awareness, and be a disciplined executor.

★ **AARTI SHAH**  
LILLY

sional will; they understand that they are very ambitious, but their ambition, first and foremost, is for the company's success. The greatest leaders wear an enterprise hat, challenge the organization to think differently, confidently face and address challenges, are aware of themselves and others, and adapt their engagement style to a variety of situations. The best leaders possess a learning mindset. They slow down long-enough to reflect, gather, and share insights from others, and consciously apply their learnings.

**SHUET MOY**, Medicus Life Brands.

While many rise to a leadership position with their intellectual intelligence, to be truly respected as a great leader and get the best work out of people, I believe one must also have "emotional intelligence" or emotional IQ. By being cognizant of others' feelings and better understanding the emotions that drive their actions, leaders can better manage their actions/reactions and draw the best from them. The key qualities that cultivate emotional IQ and help build productive relationships and are compassion, empathy, and respect for others.



My current peers have challenged me beyond levels I thought unattainable and I thank them for opening my eyes to what real marketing challenges, and most importantly solutions, look like.

★ **JESSICA SEILHEIMER**  
EURO RSCG LIFE METAMAX

than the individual. It is important for me to promote a positive and respectful work environment and ensure everyone on our team contributes in a meaningful way. It is from that cohesive package of expertise that our best work will be born.





Successful leaders respect others for their hard work and commitment, and demonstrate that they value that their team members have other priorities in their lives.

★ **PAMELA STEPHENSON**  
**VERTEX**

You can't be a successful leader without having good communication skills, which involves speaking and listening.

★ **JILL ULAM**  
**MEDEX GLOBAL SOLUTIONS**

**CAROLYN O'NEILL.** The CDM Group.

The traits of a strong leader include: creativity and the ability to inspire creativity in others; a clear sense of direction that others can understand, believe in, and follow; a commitment to coaching others and recognizing their achievements; openness to new ideas, other opinions, and change. As a writer, I have to say creativity is an important quality. Certainly, the ability to generate creative ideas for the brand or business is important, but the ability to find creative solutions to problems or a creative compromise to resolve conflict are crucial as well.

**SHANNYN SMITH.** ProHealth.

"What does it take to be the best?" was an advertisement in the New York Times when I ran for president of the student council. Sheila Smith, a teacher at the Southampton Elementary School, helped me brainstorm what it takes to be the best. It requires sacrifice, discipline, resilience, intelligence. The challenge lies in that a leader is not like everyone else: a leader never wants just to be good; a leader is self-motivated, driven to be the best. Sheila Smith, the teacher, is also my mother. The Rising Star award is a testament to everything she has taught me.

**SHERI HUMPHREY.** Merck.

Leaders must be strong collaborators and be able to put aside their ego, title, etc. when trying to solve issues or to gain consensus with a diverse set of peers or stakeholders. They need to demonstrate sincere interest in and empathy and compassion for the people who they work with, especially direct reports. They not only know the development needs of employees on their direct team, they also take time to know a little about the employee. They are good problem solvers and understand how to break-

through the clutter when there is an issue, quickly assess the pros and cons of the situation, and help provide a solution that others understand and can clearly execute. They demonstrate courage and conviction. A great leader knows how to identify those situations when it is necessary to fall on the sword and vigorously debate and defend a position, especially if it is in the minority. Leaders need to be able to set a vision and direction for a team, align the team around that vision and direction, and keep them motivated toward these goals.

**HEATHER GERVAIS.** Epocrates.

There are so many traits that can be found in great leaders, and because everyone is unique and each situation is different, I believe the combination of qualities found in each leader varies. With that being said, below is a list of qualities that I believe must be present for someone to truly be a successful leader: trustworthiness, self-awareness, accountability, and inspiring. People want to know that the person they are supporting and following is someone who deserves their respect and is looking out for their collective best interest. As human beings, we are terribly complicated and by the time we are adults we have been exposed to many different things that have helped to mold the person we have become. It is so important that we continuously evaluate the current version of ourselves and work hard to make adjustments when necessary. It is also important to be insightful about others. Great leaders



A leader is not like everyone else: a leader never wants just to be good; a leader is self-motivated, driven to be the best.

★ **SHANNYN SMITH**  
**PROHEALTH**



## Rising Stars



don't have to know how to do everything, but they need to be able to surround themselves with the right talent and prudently manage these resources. Great leaders embrace the opportunity to be ultimately responsible and are more than willing to stand behind their decisions. Unfortunately, most decisions in life are not black and white, so we have to rely on the factual information in front of us, along with prior experience and gut. Great leaders rely on a subset of their team to help with many decisions, but know that they have to be confident standing behind the final decision and not placing blame if the desired results did not come to fruition. The best leaders exude confidence, communicate effectively, and have a genuine way with making people feel special. They are honestly interested in seeing their team grow and prosper. This trait is rare. People can be confident and communicate well, but to really be inspiring for the long-term, great leaders care about the people around them and need to be willing to make selfless decisions when appropriate.

**I try to bring a sense of personal integrity to everything I do.**

★ **SHELLY WEITZ**  
**MICROMASS**



**A great leader needs a sense of humor, a collaborative work style, and the ability to lead by example.**

★ **MEREDITH WILSON**  
**PHASE FIVE COMMUNICATIONS**

**STACY MECHAM LALLY, M.ED.** ImpactRx.

The best leaders effectively motivate people through example. Displaying positivity, respect, and integrity organically encourages others to do the same.

**CAROLYN GORELICK.** RCW Group.

Articulate, insightful, proactive, decisive, and poised, are the traits that reflect a great leader. An impressive leader has the ability to use all or some of these personality traits appropriately when encountering a variety of situations. Leaders have the gift to motivate and persuade people to listen to what they have to say and demonstrate excellence across the board.

**ALLISON MAY ROSEN.** Chandler Chicco Companies.

A great leader is a great listener. A great leader knows when it's cowardly to take a big risk and brave to do nothing. A great leader is honest, encouraging, smart, and fun to be around. Great leaders have great followers and tremendous people leading alongside them. Great leaders take time to understand what makes other people tick. They make personal connections that are really personal. Great leaders see things others don't see. They find pathways forward and have built up enough faith and trust in others, that they will come along.

**MARNI KIROUSIS.** Genzyme.

While leadership can be defined by many

traits and characteristics, I believe that great leaders possess two important qualities. First, they inspire and motivate others with their spirit, enthusiasm, and passion. Great leaders inspire their teams to reach for new goals, do their best, and achieve new levels of performance. Second, great leaders lead by example. They cultivate a positive, can-do environment that promotes success and enables people to learn and grow. They recognize the power of teamwork and collaboration, and they exemplify integrity, strength, and a commitment to excellence.

**DEBI LIMONES.** Campbell Alliance.

I believe the traits that make a great leader vary from person to person but are grounded in personal authenticity, a respect for people, and a passion for excellence. As I reflect on my career in various leadership roles, I have several guiding principles as to how I view the leadership role: a focus on people, deliver with excellence, think holistically, be the bridge to do the right thing, and have fun. In my leadership role, I strive to be the visionary and define the path forward, find and bring talent together, challenge and grow people, remove barriers, and be a cheerleader.

**ELYSE WINER.** Vynamic.

A perpetual curiosity and thirst for knowledge are two leadership techniques. I don't think I'll ever stop asking questions. I have found that resourcefulness lends itself to credibility. Also, it's important to seek out mentors

**I believe in mentoring both formal and informal.**

★ **DR. IVANTA TOUDJARSKA**  
**ALNYLAM PHARMACEUTICALS**





and mentor others. Practice makes perfect — dress rehearsals are just as critical for me now as they were when I was a kid. Every meeting is an opportunity to make an impression. Don't be afraid to challenge the status quo and shake things up. Where appropriate, raise your hand and insert your opinion. Good leaders encourage everyone's development. Great listeners make exceptional influencers. The leaders in my organization who garner the most respect are the best listeners.

**JULIE ROBINSON.** Grey Healthcare Group.

A great leader is one who inspires others to do great things. A great leader is someone who leads by example, demonstrating high standards of quality work and integrity. She isn't afraid to roll up her sleeves and dig in; she doesn't ask others to do anything she herself would not do. A great leader is someone who is readily accessible to her team and always willing to listen and help out. A great leader understands that she needs to have great people around her to be great herself.

**SUSAN OSTROWSKI.** DSM Pharmaceutical Products.

As the daughter of Polish immigrants, who spoke no English when they came to America on a ship in the 1930s, I honor my family, who taught me to take risk and never give up.

**A great leader takes on the challenge of mentoring others and leads by example, not by an iron fist, but rather a gentle hammer.**

★ **CATHY PAGANO**  
**VOX MEDICA INC.**



**Where appropriate, raise your hand and insert your opinion. Good leaders encourage everyone's development.**

★ **ELYZE WINER**  
**VYNAMIC**

## ★ **ROLE MODELS AND MENTORS**

**Rising Stars pay tribute to the individuals who have played a role in their leadership development.**

**LORETTA LENZKE.** Ernst & Young.

I am blessed to work with a number of truly remarkable leaders — women and men — who play a material role in the work that I do for clients and in my professional development. To me, the Rising Star award is a tribute to these very important people in my life and care.

**ELYZE WINER.** Vynamic.

I have always been a big believer that you are a product of the people you surround yourself with. It seems impossible to credit my leadership development to one individual when I have had the unique privilege of working for a company with so many talented leaders, each with their own areas of expertise and individual strengths. As a consultant, I am consistently afforded the opportunity to partner with different team members on new engagements. This collaborative working environment has provided me with constant exposure to new insights and leadership styles allowing me to draw from a wide body of knowledge and develop my own set of best practices.

**JENNIFER ROBESON.** Daiichi Sankyo Inc.

There are many people who have played a role in my leadership development throughout the years and the common denominator for all of them is that they challenged me to think about leadership in different ways and in them I found one or two things that I knew I wanted to embrace in my continued leadership development.

**Great leaders create a climate in which people want to do their best.**

★ **JESSICA SCHUTZ**  
**SAATCHI & SAATCHI**





**KELLY PRICE.** The Planning Shop International.

My first grade teacher, Mrs. Pierce, taught me what it means to follow your heart — I think that's the first lesson in leadership.

**SUSAN OSTROWSKI.** DSM Pharmaceutical Products.

Leadership is defined by the ability to inspire others to be their best, to stretch beyond their comfort zones, and achieve levels higher than they themselves believed possible.

**SHUET MOY.** Medicus Life Brands.

I have been fortunate to have had two great mentors in my career. Sherri Goldstein was al-

Leaders must demonstrate and expect individual accountability, diplomacy, and maintain at all times a high work ethic.

★ **NIDEL GANDARA**  
PDI



I remind myself daily to listen and to include. With tight deadlines and short turnaround times, it's often easy to slip into "do it yourself mode."

★ **CINDY OTTERMAN**  
CEGEDIM RELATIONSHIP  
MANAGEMENT

ways one to cheer me on and push me to be more assertive and confident. Lisa Ebert was instrumental in helping me to hone my skills early on as an account person.

**RHONDA LEVINSON.** Publicis Touchpoint Solutions Inc.

Many wonderful people have influenced my career, but one in particular stands out. Marianne Nugent was my manager at another company 13 years ago and her leadership style is one I've always respected. Marianne is honest, incredibly hard working, sensitive, candid, and she always has your back. Marianne's brilliant sense of humor and dry wit really distinguish her management style. While we both left the company where we first met, we always stayed in touch. Today, we once again work together at Publicis Touchpoint Solutions and I feel very lucky to have had her as a mentor.

**MARIBETH LANDWEHR.** Astellas Pharma US Inc.

I have been fortunate to have been guided by supervisors and senior managers who have provided me with opportunities to challenge myself to perform at a higher level and grow in the organization. Their guidance and confidence in my ability and intuition have provided an environment where I have always felt supported and guided to success. I have also had the opportunity to develop relationships with women in leadership positions who I look to as special mentors. They provide a safe environment for me to seek advice in confidence, while challenging me to consider alternative perspectives or paths.

**STACY MECHAM LALLY, M.ED.** ImpactRx.

My first manager at ImpactRx, Dean Fiadino, VP, business development, has played a major role in, and continues to contribute to, my leadership development. Through his positive approach to both business and life in general, he encourages me to be sensitive in my interactions with others, while not compromising my beliefs.

**MARNI KIROUSIS.** Genzyme.

In my career, I have been fortunate to have



While there are natural-born leaders, for most of us, leadership is developed by exposure, practice and formal training.

★ **CYNTHIA NORTH**  
BAYER HEALTHCARE

worked with many people who have helped guide and shape my development as a leader. Mark Enyedy, president of Genzyme Transplant/Oncology and Multiple Sclerosis, Jean Franchi, senior VP, Genzyme Corporate Finance, and Peter Traynor, senior VP, Genzyme Business Unit Finance, have all been exceptional mentors. Under their coaching, I have advanced my management skills and deepened my knowledge of strategic thinking, finance, and accounting. Mark, Jean, and Peter have also enabled me to take on new opportunities and challenges and have provided invaluable feedback and encouragement as I have grown in leadership roles.

**LINDA KETCHUM.** RosettaWishbone.

Parents and teachers play a key role in leadership development. As a pharmaceutical copywriter, I remember special English teachers and science teachers who sparked a passion for writing about medicine. My father was a science teacher at my high school. He believes that anyone can learn anything if that person has the desire to understand and someone else has the desire to explain. In our business, we have to stay passionate about explaining it creatively and make them want to understand.

**LISA KERBER.** IMS Health.

I can't emphasize enough the importance of





Great leaders demonstrate courage by doing the things that other leaders will not.

★ **JULIE MANN**

**SHIRE PHARMACEUTICALS**

life for only a short period of time and some have lasted a lifetime. The role each has played on my development is clear as I put their advice, example, and support into practice each day.

**REKHA HEMRAJANI**, Exelixis.

There are a few people who have played a role in my development as a leader. The first and main person is my father, who has always encouraged me to believe in myself and have a strong faith in my own values, regardless of what others around me are espousing. The second is my husband, who has been a great listener and clarifier and who has given me invaluable advice at many stages in my life. In addition, I've been fortunate to have a couple of bosses in my career who have served as great role models, mentors, and champions.

**JESSICA LABITA**, QPharma.

I've had the privilege of being managed by some pretty fabulous women early in my career. Nancy Corbo and Alison Espinosa specifically influenced my leadership development. They helped me understand my value as an individual and all the qualities I possess that would allow me to be successful. They taught me to continually strive for the next best thing and never to settle for anything less. These women provided an understanding of people and how everyone functions and thinks differently, and ways that I could use this understanding to perform my job better. They forced problem-solving scenarios on me daily, and never just gave me the answer, but allowed me to think for myself to figure out the best solutions. Nancy and Alison always motivated me to think outside of the box. Had it not been for their exceptional leadership and management skills, I would certainly not be where I am today. Both Nancy and Alison are amazing, successful women and I am so grateful to have worked with them.

**HEIDI BURTON**, Lundbeck.

I can easily trace my leadership development back to my childhood. My aunt, Sr. Phyllis Hilbert, showed me early on to pursue my dreams and to aim high. Her support and recognition of my achievements encouraged me never to give up. She was a great role model in that she is a selfless leader, has an entrepreneurial spirit, and is a risk taker. Perhaps most important, her missionary work in Tanzania showed me that actions speak louder than words.



I believe that trust is the most critical factor in great leadership.

When a team operates with complete trust, I've seen firsthand that absolutely anything can be accomplished.

★ **RHONDA LEVINSON**

**PUBICIS TOUCHPOINT SOLUTIONS**

**MEREDITH NOCILLA**, Dowden Health Media.

Our company's CEO Jim Hughes and Chief Operating Officer Tom Garry have both played a major part in my leadership development by giving me the tools and platform I needed to be able to take risks and be honest with myself. They, along with many other colleagues, are the reasons I have been at Dowden Health Media for more than seven years.

**JULIE MANN**, Shire Pharmaceuticals.

I have had the good fortune of working with many great leaders who have had a tremendous impact on my development. The leader who has had the most notable impact on my career is my current manager and mentor Jerry Totty. I have had the privilege of working for Jerry for many years in different capacities and have watched him live out his leadership philosophy. Jerry has taught me to have courage, candor,

Great leaders have energy, drive, confidence, enthusiasm, motivation, morale, determination, dedication, and commitment.

★ **JESSICA LABITA**  
**QPHARMA**

role models in my development. I'm always looking for them, and believe they come in all shapes and sizes. It's not always the person to whom you report. Role models can come from within or outside of your own organization, from your peer group, from your staff, etc. I think I subconsciously look for traits in others that I admire and then try to emulate them. I have been fortunate at IMS to work for and with some very strong leaders, including several women leaders, and they have all played some role in my leadership development.

**MELANIE JENTER**, Saatchi & Saatchi Healthcare Innovations.

To name just one or a few individuals does not do justice to the amazing influences that I've had throughout my life and career, each helping me recognize and develop the leadership qualities I demonstrate today. I have had brilliant "teachers" along the way, and I am deeply grateful to each and every one of them. They have been my family, bosses, teammates, corporate leaders, peers, and friends. Some have been in my



The most important quality of a great leader is someone who believes she is always learning and that her personal best is yet to come.

★ **JANET KOCH**  
**PURDUE PHARMA**

ognized my talents and my drive to succeed, and she gave me every opportunity to grow and learn before she left the company. I would not be in the position I'm in today if not for her. She believed in me, she trusted me, and she educated me.

**CYNTHIA NORTH.** Bayer HealthCare Pharmaceuticals.

Ralph Makar, a former VP/general manager in my organization, was the most influential person in my leadership development. He promoted a work environment and culture that was truly customer-focused; encouraged innovative, out-of-the-box thinking; and taught me the importance of leading by example.

**DR. IVANKA TOUDJARSKA.** Alnylam Pharmaceuticals.

In my personal and professional development both great leaders and not so good managers have played substantial roles in shaping my personality and style. I believe in mentoring both formal and informal. The HBA and its members have played a huge role. Recently, several people have made a significant impact in my life: Rene Alvarez, friend, mentor, and former colleague with his discerning maturity and quiet leadership never loses sight of his goals; Professor Nan Langowitz, Babson College, is an inspirational leader and a masterful teacher; Professor Allan Cohen, Babson College, author of the eye-opening Cohen-Bradford model of influence, is an incredibly positive and encouraging personality.

**SHARLENE CIRILLO.** GlaxoSmithKline.

My parents have been great role models and taught me that hard work and belief in oneself can help one achieve almost anything. One woman I worked with early in my career, Robin, a pharmacy intern, showed me that anybody could have a dramatic effect on someone's life, sometimes when it is least expected. She taught me what a privilege it is to be a coach or mentor and that a caring spirit and respect can encourage growth and empowerment. My son Niklas helps me to remember that a little bit of silliness is a good thing.

**DR. AMY DUGUAY.** Precept Medical Communications, Sudler & Hennessey.

My parents and siblings have been tremendous role models for me. They instilled in me the drive, commitment, and dedication that have contributed to my success thus far. I have also been fortunate to work with amazing individuals during my time with the Sudler & Hennessey network, and in particular, my colleagues at Precept Medical Communications. I am extremely grateful to Donna Michalizysen, managing partner, Precept Medical Communications, and Lee Howell, executive VP, director of medical affairs, Precept Medical Communications, both of whom have taught me so much about the healthcare industry and about being an effective leader.

**VALERIE ACITO.** Novartis Pharmaceuticals Corp.

Maybe it is cliché; but, my mother had the biggest impact on my leadership development. She did not live a long life; but, she lived a life in service to others and got tremendous joy in helping others to develop and succeed. She laughed loud and long everyday. She truly judged people by what was on the inside and was never impressed by what they had on the outside. She had unwavering optimism; no matter how dire the situation — and she experienced many — she always saw the silver lining.

**JENNIFER COLAPIETRO.** PwC.

My family, friends, colleagues, clients, and teams have all played a special part in my overall leadership development. My career has been a series of challenges, and at every point in my life I have set far-reaching goals, assessed myself, sought guidance and feedback, and reflected on what I needed to do to better myself and succeed. All of these individuals and circumstances have given me an opportunity to evaluate myself and take stock in what I have achieved, acknowledge and leverage my strengths, and to learn and focus on areas that I need to hone and develop further as a leader.

**KIMBERLY NAU.** Bayer HealthCare, Consumer Care.

Bayer HealthCare has given me the opportunity to work alongside many great leaders. I've had several amazing managers who have shaped my career and leadership development. In particular, one told me: "The farther you step outside your comfort zone, the better the leader you will be." I realize now how impactful this advice was to challenge myself to have broader exposure and experiences, though at times uncomfortable, this has empowered me to have a more insightful perspective both at work and at home.

**SANDRA GULBICKI.** Torre Lazur McCann.

I am extremely fortunate to work with so many talented people at TLM, to name a few



My immediate supervisor has really given me guidance and has provided the confidence in my abilities to grow into my current position.

★ **SARAH KAPS**  
**GA COMMUNICATIONS**

and discipline. He sets high expectations, holds his team accountable, and pushes me to strive for more than I ever thought was possible. Finally, Jerry invests time, effort, and energy in developing others to achieve their potential and to deliver results for the business.

**ANGELA JACKSON.** Wolters Kluwer Pharma Solutions.

Virginia Pickles, who held my position until January 2007, played a huge role in my growth and leadership development. She rec-



of those who have most influenced my leadership development: Marci Piasecki, Marcia Goddard, and Mark Willmann. My boss and mentor, Hilary Gentile, has played a vital role, giving me countless opportunities and helping me transform into the person I am today. Of course, the greatest influence has been my parents. My mom has shown me how to handle the pressures of life with strength and grace. And my dad has been there every step of the way, passing on the secrets of his own business success, sharing his advice and guidance, and giving me a wealth of insight into how to become a respected leader.

**GWEN BLAND.** AdvantageMS.

My boss, John Ryan, has an unparalleled passion for data, has been a great inspiration. My former colleague, Fred Gomberg, helped focus my determination and drive, and is the master at showing clients appreciation. Cathleen DiDonato Calenda, who worked with me at my first corporate job, taught me about timing: show up early and end early. But, it is my clients who have always shown me how to do my job best, and I appreciate their direct feedback.

**STEPHANIE DEVITERI.** Tonic Life Communi-

Creating a work place that promotes solution-based thinking and fosters collaboration and teamwork is important.

★ **DONNA GARROD**  
**PUBLICIS HEALTHCARE**  
**COMMUNICATIONS GROUP**



Great leaders need to inspire those around them to work together to achieve a common goal.

★ **CHRISTA HEYDT**  
**JOHNSON & JOHNSON**

cations, a Huntsworth Health Company.

Maryellen Royle, our president at Tonic Life Communications, has been an inspiring mentor to me over the past decade. I credit her with my professional growth and my aspiration to make a positive impact in the field of healthcare communications. Maryellen compromises the qualities of a strong team leader that I strive to emulate in my own career —honesty, strategic, accountability, and motivational. Beyond successfully leading a variety of accounts simultaneously, always with keen counsel and grace, Maryellen puts the needs of her staff first and has continued to encourage me in my desire to grow, both professionally and personally. Her confidence in my abilities to run a team, mentor staff, and positively contribute to our business has led me to gain that same confidence in myself. I recognize I still have years of learning ahead in the area of leadership, and Maryellen's example is guiding the way for me.

**JILL PETRIE.** Cramer.

A former boss and friend, Kel, has played a significant role. She has been a chief marketing officer for large technology organizations and small ones, for established consumer brands and upstarts. When I worked for her, our marketing team was 25 people strong and we had audacious brand goals, despite a relatively short ramp for launch. This meant long working hours with little room for error. Talk about stressful, and it was at times. But nonetheless, it remains one of the most enriching, fun, and exciting places I've ever worked.

**ASHLEY TAPPAN.** Insigniam Performance.

My mom and dad developed my leadership early on through modeling qualities I use and value today. My dad in his work in manufacturing was in management during tough union relations and always talked about the importance of having both sides heard and the power of alignment. My mom modeled for me the idea of being willing to think differently and question the status quo as she went from being a stay-at-home mom to a sales executive, taking roles many women did not have back in the 1970s.

**DR. AARTI SHAH.** Eli Lilly and Company

My family — my parents, husband, and kids, my spiritual beliefs, and my mentors have



played a key role in my leadership development.

**MIRIAM ALONSO.** Health and Wellness Partners.

For me it started with my parents, who were great role models for me. They taught me the value in living a disciplined and responsible life centered around our faith in God and each other as a family. Through this very important base and structure I was able to grow and apply myself in my career through the years and learn from other leaders in my life such as, Jani Hegarty, Bonnie Welsch, and Audrey Pezzuti at Health & Wellness Partners, who have played a pivotal role in my career growth. Their teachings and belief in my ability gave me the motivation to want to learn and expand within

Great leaders listen more than they speak. They work to connect with the people they are leading and use multiple ways of doing so.

★ **SHARLENE CIRILLO**  
**GLAXOSMITHKLINE**





Great leaders have truly defined and are driven by their personal purpose.

★ **VALERIE ACITO**  
**NOVARTIS**



their organization, which has contributed tremendously to my leadership growth.

**LIZ STUECK.** CareerCentral LLC, a JBK Associates company.

I am very fortunate to have worked with and for a number of HBA luminaries, who are also known as being wonderful mentors. My heartfelt thanks go to Barbara Pritchard, who took me, as a young manager, under her wing and taught me — ever so patiently — many valuable lessons; Pat Fallon Pesanello, whose amazing intellect, honesty, and kindness mark her as a very special person in my life; Laurie Myers, whose generosity of spirit and encouragement enabled me to set foot on a new path; and Julie Kampf, whose vision and steadfast support gave me the opportunity to turn my personal passion — mentoring — into a professional pursuit.

**CHRISSE CIANCI.** Group DCA.

Jo Ann Saitta and Ron Scalici have provided me with a tremendous amount of leadership opportunity throughout my tenure at Group DCA. I'm tremendously grateful to them both.

**STACY BUSKING.** Siren Interactive.

As a child, it was my mother. In my professional life, I have adopted leadership qualities from carefully chosen friends, who I feel live

their lives with great integrity; a myriad of colleagues whose stand-out talents range from simply being kind to complex problem solving; and even from a few public figures whom I do not know personally.

**SONJA FOSTER-STORCH.** HealthEd.

My children have helped me hone my patience level from 0 to at least a 5. I truly believe my involvement in sports beginning at the age of 9 — and through captaining Division 1 sports at the collegiate level — has taught me to lead by example. When teammates see you working as hard, or harder, than they are, the impact is immeasurable. On the field, in the office, with the client it's all the same. Practicing, sweating, and cheering on your team sets the tone for the business. I've also learned a tremendous amount from watching others lead. At times it's the folks who can't lead who can teach you the most.

## ★ TOOLS OF THE TRADE

Our Rising Stars reveal their secrets to success and detail the leadership tools and techniques they recommend to others.

Taking a moment to step outside of the day-to-day work I do and enjoy the opportunities the Rising Star award is allowing me is a pleasure.

★ **MICHELLE JORDAN BASLER**  
**QUINTILES**



**KIM KELLERMAN.** Boehringer-Ingelheim.

Aside from being authentic, responsible, and accountable, I have found using the SBI feedback model — situation, behavior, impact — to be key in leadership success. Measuring competencies and behaviors are just as, if not more important, than measuring results alone. Getting results is an expectation, it is how one delivers those results that define success.

**SONJA FOSTER-STORCH.** HealthEd.

It's really important to really listen and hear what your teams need. Be present and lead by example — don't expect others to put down their Blackberries in a meeting if you don't. And for goodness sake, have fun. We spend more time in the office than with our families, so enjoy it — work hard, work smart, and have a few great laughs every day. It's incredible how your laugh or smile can impact that person's work experience.

**DONNA GARROD.** Publicis Healthcare Communications Group.

The key techniques that I believe are important are: being an avid listener, having patience, being solutions-oriented, having a sense of humor, and networking and developing profes-

The greatest leaders that I meet are those who possess strong emotional intelligence.

★ **CARLA CALIZAIRE**  
NOVO NORDISK



sional friendships. It's very important to make the time to talk to the teams and show the teams you are open and available. Creating a work place that promotes solution-based thinking and fosters collaboration and teamwork is important.

**JANET KOCH.** Purdue Pharma.

The leadership tools and techniques I recommend to others are personal accountability and good communication skills. Personal accountability means to consistently ask: what action can I take today that sets an outstanding example for others? It means also focusing on solutions, not problems with no whining, complaining, excuses, or placing blame. As a leader one is also a role model and teacher. When faced with responding to a difficult decision or situation ask yourself: what will others learn from my action/answer/decision? Exhibiting good communication skills is also critical to being a leader. Effective leaders consistently communicate information. They provide feedback, reinforce strategies, and engage in discussions to build relationships. What people remember most is how you communicate with them and how your communication makes them feel. Remember, sometimes how you say it is more important than what you say. People don't care how much you know until they know how much you care. It's all in the way you choose to communicate.

**NIDEL GANDARA.** PDI Inc.

I believe that no matter what level of leadership you operate within there are several universal principles common to all good leaders. First, leaders must demonstrate and expect individual accountability, diplomacy, and maintain at all times a high work ethic. Once this foundation has been built, more practical tools

are needed, including solid organizational and project management skills.

**ANDREA HESLIN SMILEY.** VMS • A  
BioMarketing Company.

Sourround yourself with folks much smarter than you and do whatever it takes to make them the best they can be and remove barriers in their way.

**LINDA RICHARDSON.** Sanofi-Aventis U.S.

Active listening is an important technique that helps focus on what is and isn't being said. A leader needs to be willing to hear things that may be less than positive to address a situation or course correct. Directly asking for feedback on the tough topics that aren't being raised can be critical to getting a clear view of what needs to be done. Visible leadership means being seen outside of your office and is an important way to foster approachability and enhance communication.

**CARLA CALIZAIRE.** Novo Nordisk.

The greatest leaders that I meet are those who possess strong emotional intelligence. Their self-awareness becomes a gift for those that work with them. All leaders should take some type of personality assessment that outlines their leadership proclivities. It is a powerful tool to fully understand your tendencies and how they can impact those around you. In doing so, you can make the necessary adjustments to optimize your leadership impact and better connect with those around you in a respectful manner.

**MEGHAN DUBOIS.** Johnson & Johnson  
Health Care Systems Inc.

Always look for leadership opportunities and stretch assignments that will help you grow both personally and professionally. Challenge yourself, ask questions, and listen and learn from others. Opportunities to grow and learn are always available — it is up to you to find them!

**MEREDITH WILSON.** Phase Five  
Communications.

There are a few tips and techniques that I believe are important: always keep an open door and be accessible; listen, others have great ideas and new perspectives; find a way to get and stay organized, everyone uses a different system, what will work for you may not work for someone else; ask for help, don't try to do everything yourself; and try to foster a work-life balance for yourself and your team.

**JESS SEILHEIMER.** Euro RSCG Life  
Metamax NY.

Listen, process, respond, and refine — try not to react emotionally, when possible. Trust

your peers and work with them, not for them. Lead within a democratic environment that fosters team collaboration. Encourage creative thinking beyond what your titled role is. Tried and true doesn't always cut it; don't be afraid to try/learn something new because with risk there is no reward. Hone in on a few skills, don't just be good at one thing; don't try to be the smartest person in the room because you might miss something; and love what you do, because smiles come naturally.

**CINDY AFSHARI.** Amgen.

Strong leaders seek feedback from staff, peers, and stakeholders. It is important to do this on a regular basis to maintain appropriate perspective on your deliverables and staff.

**SUSIE MCFADDEN.** Millennium  
Pharmaceuticals: The Takeda Oncology  
Company.

Take full advantage of self development books, tapes, CDs, and seminars. Additionally, reach out to people you admire. Find out what they have learned on their journey that could help you develop. If you go to a meeting try to schedule a breakfast meeting with someone you need to know better. Whether building a working relationship or to just learning more about a colleague, take the time and reach out; building bridges can reap more benefits than you can imagine. Monitor industry news to stay on top of key issues. Also, by joining and attending meetings at organizations such as the HBA are very important to learning and networking.

**ANN LAPRADE.** Kantar Health.

Effective leadership is a continuous learning experience. From observing and absorbing

A leader needs to be willing to hear things that may be less than positive to address a situation or course correct.

★ **LINDA RICHARDSON**  
SANOFI-AVENTIS





## Rising Stars



Be approachable with your teams and clients — take the time to understand their challenges and recognize their achievements.

★ **STEPHANIE DEVITERI**  
**TONIC LIFE COMMUNICATIONS**

leaders in action, I believe I have been able to improve my effectiveness as a leader. I look forward to interacting with influential leaders in the future who will only help me continue my personal growth and effectiveness.

**JENNIFER STRASSBURGER.** Saatchi & Saatchi Health Communications — New York.

The leadership tools and techniques I would recommend to others are: to actively listen to what your colleagues are saying and make sure to not presuppose another's intent and know that not everyone wants the same things out of their career. Sometimes by just asking what another person wants could be all the motivation they need to do a great job and make sure you have your ducks in a row.

**ANNA MCCLAIN.** CMI.

In my six years at CMI, the most important leadership quality for me has been to always to maintain a strong work ethic despite any challenges that arise. That unconditional drive to get it done has allowed me to persevere no matter what obstacles have come my way.

**CAROLYN GORELICK.** RCW Group.

I am reminded of my childhood, and the "reading is fundamental" campaign. This basic concept still holds true for me today. As a

There are three critical elements of leadership: acting with the utmost integrity, empowering people to do their best work, and leading by example.

★ **HEIDI BURTON**  
**LUNDBECK**

leader, one needs a never-ending appetite for learning something new, not only in the industry, but more importantly from other areas. In our ever-changing economy and the globalization of business the next big idea can come from somewhere least expected.

Finally, leaders are in a wonderful position to teach and share those experiences with those they work with, in turn, elevating the expertise and service level of the entire team.

**STACEY IRVING.** McKesson Patient Relationship Solutions.

I have found that the opportunity to step out of day-to-day activities and attend a leadership class or seminar is a fantastic opportunity for growth; it gives you the chance to learn from those around you and identify opportunities where you may be able to improve your skills and better support your team.

**DEBI LIMONES.** Campbell Alliance.

While I have read many leadership and management books over the years, the ones that I continue to go back to and pass on to others for their practical tools are: *The Five Temptations of a CEO: A Leadership Fable* by Patrick Lencioni; *The Four Obsessions of an Extraordinary Executive: A Leadership Fable*, by Patrick Lencioni; *The Five Dysfunctions of a Team: A Leadership Fable*, by Patrick Lencioni; and *The First 90 Days: Critical Success Strategies for New Leaders at All Levels*, by Michael Watkins.

**LAURA MCKEAVENEY.** Novartis Pharma.

Learn as much as you can about people, don't delegate an assignment to another function or department, and embrace more sophisticated tools if you can. Look at your schedule: if people are your most important asset, invest in them with your most precious gift — time. Ask for feedback daily, be open to it, be thankful, and act upon it. Be there for your people when times get tough. Hire people with passion, purpose, and potential: not just to fill the vacancy you have today. Do the ordinary tasks of people management extraordinarily well; your people deserve



it. Fail early, develop your brand, make it unique, and modify it as you grow.

**ALLISON MAY ROSEN.** Chandler Chicco Companies.

The leadership techniques I recommend, include be curious — wonder about things around you, read things that interest you and things that don't. The nuggets you uncover will turn out to help you when you least expect it. Say yes, even when you don't see a way to do it, say yes. Be there and think about tomorrow but don't let it take you away from what you are doing today. Meet people who are around you. Take advantage of opportunities.

**PAMELA STEPHENSON.** Vertex Pharmaceuticals Inc.

As a leader, you must be able to see the potential in others and find ways to help them grow and develop their skills. Delegating challenging work to others allows them to develop their knowledge and expand their skill set. Establishing and communicating a clear vision helps to engage individuals and build effective teams. Respect is also a key leadership tool.



Successful leaders respect others for their hard work and commitment and demonstrate that they value that their team members have other priorities in their lives.

**JENNY DIAZ TONOS.** CAHG.

Being a good leader means not just pointing out what is wrong, which is something almost anyone can do. To be a really good leader means moving forward and making things better. The only difference is changing one's perspective to see the situation in a new light and to improve by action, not critique.

**JILL ULAM.** Medex Global Solutions.

I'm always learning different leadership techniques, but there are two important things I try to practice and would recommend to others. The first is lead by example; employees look up to managers and strive to be like them, so it's important to follow through with the things you share with your employees. And second, communicate, meet with your employees weekly/biweekly to share the positive things and areas of improvement and work together to find ways to develop those areas.

A great leader is willing to take risks, which means being open to potentially failing but also being open to succeeding, which can be just as scary.

★ **MEREDITH  
NOCILLA  
DOWDEN HEALTH  
MEDIA**



**CINDY OTTERMAN.** Cegedim Relationship Management.

I remind myself daily to listen and to include. With tight deadlines and short turn-

around times, it's often easy to slip into "do it yourself mode." Doing this, however, does nothing to build the strength of the team and to ensure that the best solution is realized. **PV**

# Life Sciences Qui Tam & False Claims Litigation

*Strengthening Litigation Strategies in an Environment of Increased Government Scrutiny and Whistleblower Claims*

June 22 – 23, 2011 • The Helmsley Park Lane Hotel • New York City

## Hear From the Opposition

**Tim McCormack**  
Partner  
Phillips & Cohen LLP  
(Washington, DC)

**Daniel R. Miller**  
Of Counsel  
Berger & Montague, P.C. (Philadelphia, PA)  
(former Deputy Attorney General, Delaware  
Department of Justice)

**Shelley R. Slade**  
Partner  
Vogel, Slade & Goldstein, LLP  
(Washington, DC)  
(former Senior Counsel for Health Care Fraud,  
Civil Division, U.S. Department of Justice)

**As whistleblower claims in the pharmaceutical, medical device and biotechnology industries reach an all-time high, learn how to:**

- **CREATE** an aggressive litigation strategy in light of amendments to the False Claims Act
- **BALANCE** the competing and sometimes conflicting interests of the DOJ and the states
- **UTILIZE** recent cases to glean where the government is headed in order to **PROTECT** corporate operations
- **ELIMINATE** copycat lawsuits by overzealous whistleblowers
- **PREDICT** how Dodd-Frank and future whistleblower provisions will **IMPACT** internal whistleblower prevention hotlines
- **DEFEND** against over-inflated drug pricing claims
- **DEVELOP** defenses to allegations of improper and illegal kickbacks



Media Partners:

**PharmaVOICE**

**PM360**  
THE ESSENTIAL RESOURCE FOR PHARMACEUTICALS

[www.PharmCast.com](http://www.PharmCast.com)  
Pharmaceutical Internet

**Patent Docs**  
Biotech & Pharma Patent Law & News

**Register Now • 888-224-2480 • [AmericanConference.com/quitam](http://AmericanConference.com/quitam)**