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## Inspired Leadership

**PHARMAVOICE IS ONCE AGAIN PROUD TO SUPPORT THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION'S (HBA) ANNUAL WOMAN OF THE YEAR EVENT.**

This event, more than any other during the year, draws leaders from across the industry to celebrate the accomplishments of a distinguished group of individuals — women and men — and their contributions to mentoring, coaching, and courageous leadership.



Given myriad and constantly multiplying challenges that our industry's companies face, more than ever, our leaders need to be brave, empowered to make the hard choices, lead with integrity, and build the teams necessary to take their organizations to the next level.

At the 24th annual Woman of the Year (WOTY) event, the HBA will honor Bridgette Heller, executive VP at Merck and president of Merck Consumer Care as the 2013 WOTY; Kevin Rigby, VP of public affairs at Novartis Pharmaceuticals, Honorable Mentor; and Eve Dryer, founder of her own consulting company, STAR volunteer, as well as 79 distinguished women who have been identified by their companies as Rising Stars.

What these individuals have in common is a clear commitment to leadership excellence and empowering women to make a difference. During her speech at the event, Ms. Heller identifies how important it is for women to understand how to unleash the full power of their knowledge and ideas to drive growth in the business. And by power, she means a capability, a strength, and a force to make things happen, to pull people and teams together to bring about change and achieve goals.

The ability to be collaborative is one of the key traits identified by many of the HBA's Rising Stars when it comes to great leadership. Dr. Branka Stancevic of Flashpoint Medica says a great leader is not only motivated, intelligent, and charismatic, but she is collaborative. Leaders can recognize the strengths of each individual and create an environment where everyone can grow and reach his or her potential.

Amber Gilbert of Ogilvy CommonHealth agrees that great leaders help others see the best in themselves and inspire them to act on that vision. These are the people who build teams of confident and capable individuals, ultimately resulting in high-performance organizations.

The best leaders are people who recognize talent and foster it; they know that a leader is only as good as the group she leads, says Annie Foster of JUICE Pharma.

Beyond fostering collaboration, Maria Woods of Publicis Healthcare Solutions says leaders need to listen more than they speak. Being open to other's thoughts empowers leaders to shine. Leaders need to be able to laugh at themselves.

Kristin Croucher of Quintiles agrees that humor is one of the most important tools; humor diffuses stress and puts people at ease. When people are at ease they perform better.

Please turn to this special feature to acquaint yourself with some of the brightest movers and shakers in the industry today.

**Regards,**

Taren Grom  
Editor



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## Their Word...

**DENISE MYSHKO**  
Managing Editor



*The explosion of biological data that was created by the genomic revolution requires sophisticated tools to manage and analyze the follow-on data.*

**ROBIN ROBINSON**  
Senior Editor



*Moving to a more active role of engaging with consumers whenever possible allows companies to gather valuable and real-time information directly from consumers.*

**KIM RIBBINK**  
Features Editor



*The South African government is committed to developing the life-sciences industry, but healthcare for many remains a challenge.*

## COMING in June 2013

- > Big Data, What Now?
- > Globalizing Brand Plans
- > Adaptive Trials: An Update
- > Health Coaches
- > Electronic Submissions
- > C-Suite: Biotechnology
- > Tips & Techniques — YouTube
- > Market Focus — Israel
- > 2013 DIA Preview
- > Showcase Feature — Clinical Trial Solutions