

PUBLISHER Lisa Banket

EDITOR Taren Grom

CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR

Denise Myshko

ASSOCIATE EDITOR

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FEATURES EDITOR

Kim Ribbink

CONTRIBUTING EDITORS

Cynthia Borda

Autumn Konopka

DESIGN ASSOCIATE

Cathy Liszewski

NATIONAL ACCOUNT MANAGERS

Melissa Drozdoff

Cathy Tracy

CIRCULATION ASSISTANT

Robert Harrison

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Letters

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www.pharmavoic.com

Welcome to the second annual PharmaVOICE 100 issue. We are delighted to once again profile the men and women in the life-sciences industry who are truly making a difference.

With every new endeavor, the hope is that the next iteration will be as good as, if not better, than the first.

We have been able to achieve this goal, thanks to you, our readers, who took the time to submit thoughtful, poignant, and stirring accounts describing how our 2006 honorees inspire and motivate.

Once again, the PharmaVOICE 100 were selected based on the write ups that accompanied the submissions as well as the number of nominations received and other variables, such as community and philanthropic activities.

We are pleased to pay homage to this distinguished group of individuals who are having a tremendous influence on corporate strategy, business development, research and development, marketing and creativity, technology, leadership, and innovation.

To make the navigation of this issue as easy as possible, we have segmented the honorees into different categories: commanders and chiefs, risk takers, researchers and scientists, brand builders, technologists, mentors, and change agents. But by no means is their influence one-dimensional. Without exception, all of these leaders could be featured in more than one area.

The PharmaVOICE 100 represent a broad cross-section of industry sectors — pharmaceutical, biopharmaceutical, biotechnology, contract research, clinical trial, research and development, patient education, patient recruitment, advertising, technology, and many others.

This distinguished group is truly a collection of who's who from A to Z — starting with Gadi Aharoni, Ph.D., of Algorithmic Research Inc. and ending with Howard Ziment of the Ziment Group.

This year, we asked each of the individuals to provide us with some personal information so that we could get to know them better. Their answers are enlightening — from what inspires them to what's on their reading lists. Another new addition to this



What you don't see in this caricature are the hundreds of moving parts that have to come together to publish this special publication of PharmaVOICE, our second annual issue honoring the 100 most inspiring people in the industry. For all of those parts (and people) I am extraordinarily grateful.

year's issue is the ability to learn what a selection of our thought leaders have to say regarding trends in their individual sectors. A list of these Podcasts can be found on www.pharmavoic.com/podcasts.

Every one of the men and women profiled in this special issue has a passion for the industry, the work they do, their colleagues, and most importantly, the people who are impacted by what they bring to the table. And their focus is on improving the discovery, development, access, and understanding of life-improving and life-saving medications. And their passion is felt by all of those whose lives they touch. They manage with integrity, ethics, and character.

We at PharmaVOICE thank each of the PharmaVOICE 100 honorees for their hard work and devotion and for the contributions that make this special issue exemplary.

We look forward to next year's PharmaVOICE 100 issue — and there's no time like the present to put the process in motion, log onto www.pharmavoic.com/100 to submit your nomination.

Taren Grom
Editor