

THE Commanders and Chiefs

Steering a company in the right direction is no easy task in today's highly regulated and competitive environment. These individuals wear the mantle of responsibility well and are the guiding forces of ethics, good corporate citizenship, and strategic vision for their companies.

ANY ORGANIZATION THAT CAN BOAST THAT 95% OF ITS EMPLOYEES ARE PROUD TO WORK THERE HAS SOMETHING SPECIAL TO OFFER.

Mark Booth is part of what's special about Takeda Pharmaceuticals North America (TPNA). As president of TPNA, Mr. Booth's passion for the healthcare industry and unfailing support for community involvement has been instrumental in inspiring both employees and the community at large. Never afraid to pitch in and pick up a paintbrush himself, Mr. Booth promotes a companywide event that involves refurbishing a local school each year and gives employees a day off to participate.

With 20 years of industry experience, encompassing senior leadership positions in sales, operations, and product development, Mr. Booth is viewed by his peers as a driving force in TPNA's growth. In his five short years at the helm, he has helped steer TPNA's corporate direction from being a one-product company to a portfolio company.

As the company finishes the late stages of building its North American headquarters in Deerfield, Ill., Mr. Booth and his team are transforming Takeda into a multiproduct, mid-sized pharmaceutical company in the United States. Recognizing that the industry is undergoing rapid changes and faces numerous challenges, he strives to keep things simple — articulate the future, define and execute on key priorities with a high sense of urgency, surround himself with great people, and let them work in an engaging environment where they can thrive. At the end of the day, he believes success is really about people and culture.

Rising through the ranks, Mr. Booth commenced his career at Abbott Laboratories in 1983, where his most recent title was divisional president and general manager for the anti-infective/GI franchise, overseeing marketing, sales, late-stage business development, and Phase IV development.

An active member of the Chicago business community and serving on the Kellogg Biotech Advisory Board, Mr. Booth is also a board member of the National Pharmaceutical Council.

Mark Booth, President of Takeda Pharmaceuticals North America, maintains any leader in any company needs to articulate the future of the company. This is often easier said than done and as someone once told him, the only difference between a vision and a hallucination is the number of people who see it.

Mark BOOTH

Constructing a Plan for Success

PERSONAL DATA

Born June 26, 1959, in Aurora, Ill.

EDUCATION

B.S. in biology from Northern Illinois University and an MBA from Northwestern University

FIRST JOB

Sales representative for Abbott Laboratories

ON HIS READING LIST

Chasing Daylight by Gene O'Kelly



A Pioneering Spirit

DR. DIANA ANDERSON

A PIONEER IN THE PATIENT RECRUITMENT AND RETENTION INDUSTRY, Diana Anderson, Ph.D., thrives on keeping busy and tackling multiple projects.

Dr. Anderson founded and leads D.L. Anderson International, the parent company to subsidiary D. Anderson & Company, a patient recruitment and retention provider. But

beyond that role, Dr. Anderson has many other irons in the fire. She has written three books and numerous papers, has given presentations at international events, is a board member of The Center for Information and Study on Clinical Research Participation (CISCRP), is past chair of the Association of Clinical Research Professionals (ACRP), and has served on the boards of the American College of Rheumatology and the Arthritis Foundation, among other industry associations.

Starting out as a nurse, Dr. Anderson went on to teach for several years before completing her Ph.D. and ultimately founding her own patient-

recruitment company. Her nursing experience provided her with tremendous empathy for patients, and her interactions with those seeking relief from debilitating medical conditions encouraged her to find ways to make clinical research more readily available.

For Dr. Anderson, clinical research is an important contribution to the caring profession since it's about the development of new medications and new devices that will help improve the quality of life and, in some instances, prolong life.

Dr. Anderson also makes a significant contribution as a woman entrepreneur. Her company has been certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC), and she enjoys being a mentor for female and male colleagues.

EDUCATION

B.S.N. from the University of Nebraska; an M.S.N. from the University of Texas Health Care Science Center in San Antonio; and a Ph.D. from Texas Woman's University in Denton, Texas

CAREER HIGHLIGHTS

Launching D. Anderson & Company

HOBBIES

Kayaking, interior decorating, and home renovation

BIGGEST INDUSTRY CHALLENGE

Generating consumer awareness and communicating the right message to motivate people to participate in clinical trials

Diana Anderson, Ph.D., President and CEO of D.L. Anderson International Inc., is regarded as a pioneer in the patient recruitment and retention industry.

Kurt BRYKMAN

Consultative Fusion

KURT BRYKMAN HAS FOCUSED ON MAKING PAREXEL'S ADVISORY SERVICE BUSINESSES MORE EFFECTIVE PARTNERS FOR CLIENTS.

Noted for his leadership and change management skills, Mr. Brykman, president of Parexel Consulting and Medical Marketing Services, joined the company in 2004 and oversaw the integration of Parexel's three consulting arms — WRA, KMI, and Barnett Consulting — into one business unit called Parexel Consulting, which provides a fusion of scientific, regulatory, and business expertise to help drug, biologic, and medical-device clients commercialize drug-development opportunities.

Mr. Brykman has extensive senior management experience, including VP of the Healthcare Practice at Euro RSCG Meridian Consulting Group and VP of customer marketing in the Schering-Plough Healthcare Products Division.

Thanks to Mr. Brykman's guidance, Parexel Consulting has been instrumental in contributing to the success of both large and small life-sciences companies, assisting them with drug-development programs and market strategies, navigating the global regulatory environment, and achieving strategic compliance and operational performance excellence. He also has focused Parexel's Medical Communications business unit on the mission of turning clients' healthcare discoveries into market successes by translating complex scientific knowledge into motivating communications. By integrating and strengthening the portfolio of Parexel's advisory service offerings, Mr. Brykman has contributed significantly to the company's growth.

Kurt Brykman, President of Parexel Consulting and Medical Marketing Services, a business segment of Parexel International, is known for his leadership and change-management skills.



PERSONAL DATA

Born Sept. 27, 1957, in Detroit

EDUCATION

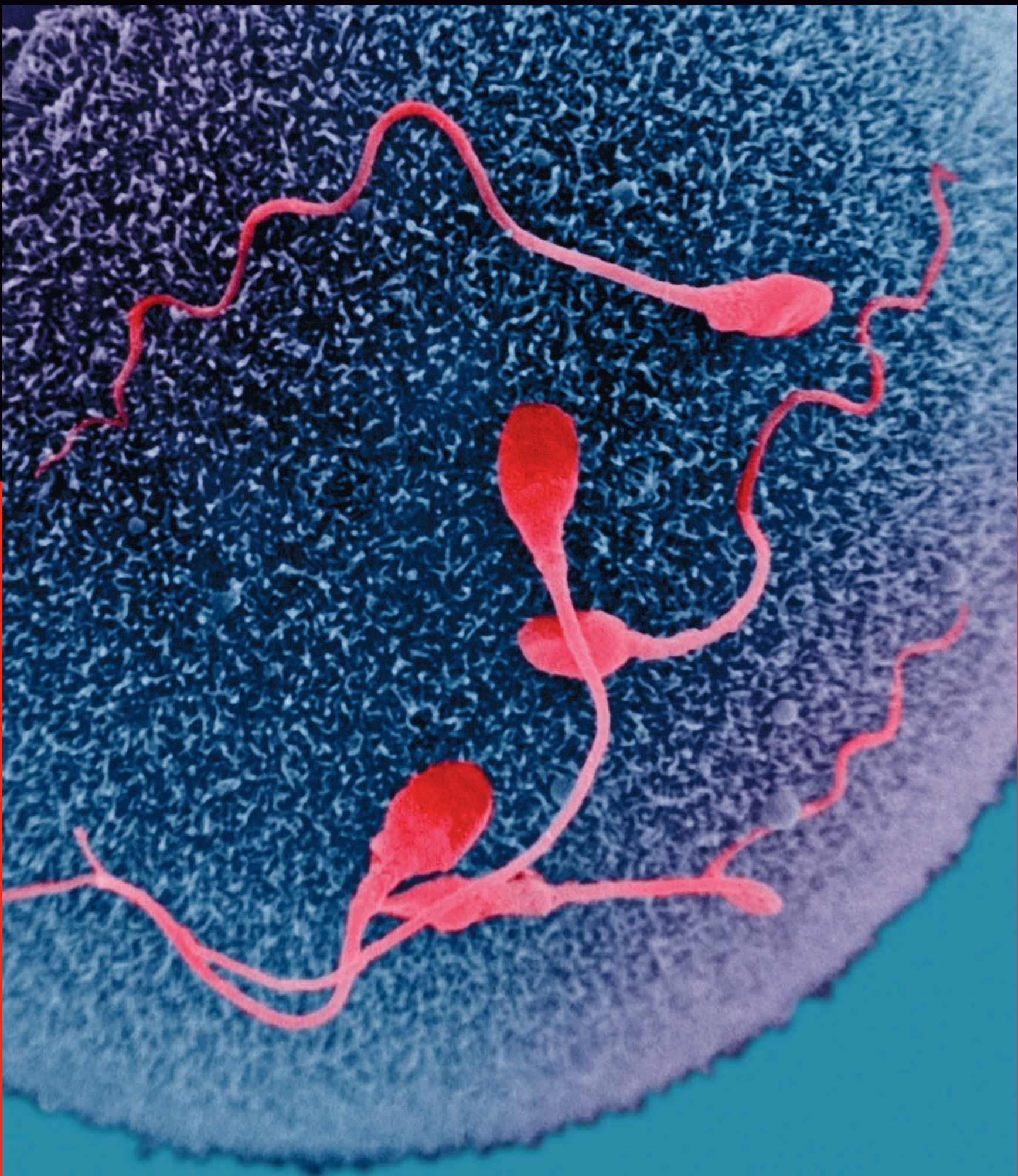
B.S. in mathematics and general business from Michigan State University and an MBA from J.L. Kellogg Graduate School of Management at Northwestern University

HOBBIES

Swimming and hiking the U.S. national parks with family members

BIGGEST INDUSTRY CHALLENGE

For established pharmaceutical companies to properly manage the transition from a fully integrated model to a new virtual model, and to integrate marketing and drug-development solutions as early as possible into the product life cycle



We're well bred.

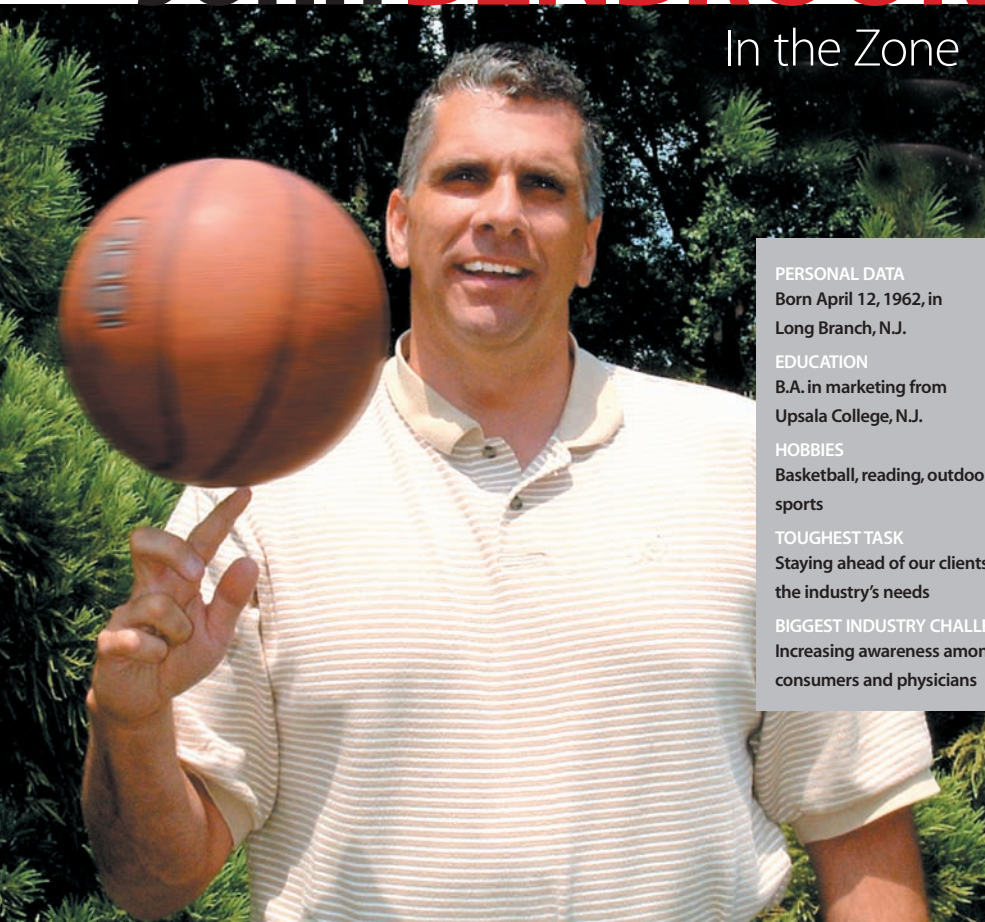
It's strategic and clinical knowledge infused with creative energy. Ogilvy Healthworld, bred from a recognized expertise in global healthcare communications and a tradition of inspired imagination. Our experience and insights are uniquely aligned with the evolving healthcare environment and integrated across the disciplines of advertising, clinical trial recruitment, marketing, medical education, and public relations.

And with 53 offices in 33 key markets around the world, we have the resources to help drive your brand into the future. Take advantage of our red-hot lineage. Call Steven Girgenti at 212-625-4000 and visit us at ogilvyhealthworld.com

 **Healthworld**
For the life of the brand™

John BENBROOK

In the Zone



DESCRIBED BY HIS PEERS AS A SUPER STAR, JOHN BENBROOK HAS JUST THE RIGHT BALANCE AS A LEADER.

He understands that, just as in basketball, professional success is about goal setting, diligence, preparation, commitment, and teamwork — lessons he applies every day as president of MMG.

An integral part of MMG's growth and transition into a patient recruitment powerhouse, Mr. Benbrook emphasizes direct communication by keeping staff and management in the loop with regard to all new endeavors and reaching out to everyone in the company for ideas and solutions. He created MMG's business innovator sessions, which encourage staff members to offer their creative in-house cost-saving ideas translating into cost savings for clients.

Understanding that it's not what you say that matters, but what you do, Mr. Benbrook strives for directness, integrity, collaboration, and never settles for anything less than excellence.

He's working hard to bring that collaborative approach to the industry as a whole and to encourage progress in sharing and leveraging knowledge from early drug development through product launch.

Mr. Benbrook is positioning the company to ensure that every patient who might benefit from a study, and every physician caring for these patients, knows that there is a trial out there to meet his or her needs. To achieve this goal, Mr. Benbrook understands that MMG needs to keep one step ahead, and so he continues to commit resources to developing solutions that bring value and keep the industry moving forward.

PERSONAL DATA

Born April 12, 1962, in Long Branch, N.J.

EDUCATION

B.A. in marketing from Upsala College, N.J.

HOBBIES

Basketball, reading, outdoor sports

TOUGHEST TASK

Staying ahead of our clients' and the industry's needs

BIGGEST INDUSTRY CHALLENGE

Increasing awareness among consumers and physicians

John Benbrook, President of MMG, not content to settle for anything less than excellence, creates an open and creative atmosphere that provides for a flow of ideas to help solve clients' challenges.



John J. CAMPBELL

Against All Odds

TRULY A SELF-MADE MAN AND AN INSPIRATION FOR ANYONE WHO EVER THOUGHT THAT THINGS WERE TOO HARD.

John J. Campbell will settle for nothing less than Campbell Alliance's dominance in its segment of the management consulting market.

Forced to drop out of high school at the age of 16 to work full time, Mr. Campbell, rather than giving up, drew on the entrepreneurial spirit that had him owning his first business with one employee at the age of 15.

By 19, Mr. Campbell had started a successful home-improvement company with three full-time employees and by his early 20s, he had purchased, renovated, and sold more than two dozen properties.

Working full time at night, Mr. Campbell earned his B.B.A., summa cum laude, from Pace University. An achievement-driven individual, Mr. Campbell worked as a teacher and research assistant by day and loaded docks at the Anheuser-Busch brewery at night to gain his MBA at the College of William & Mary.

Commencing his professional career with the New York-based investment firm Lawrence Investing, within seven years Mr. Campbell had risen to the position of general manager. He joined Glaxo in 1992 and held a number of

EDUCATION

B.B.A., summa cum laude, from Pace University and an MBA from the College of William & Mary

FIRST JOB

Mopping floors and stocking the soda cases in a New York delicatessen

BIGGEST INDUSTRY CHALLENGE

Communicating fairly complex value propositions

positions, including director and VP of business

development before founding Campbell Alliance in 1997.

Recognizing that there was an underserved niche market for a strategic consulting firm with in-depth understanding of the pharmaceutical and biotech industries and their related business functions, Mr. Campbell invested his life savings to launch the company. And to ensure the organization's success, he has continuously reinvested in business and technology infrastructure, people, and new practice areas to serve the pharmaceutical and biotech industry. A totally self-funded company, never having benefited from venture capital or outside investment, Campbell Alliance now performs consulting work for

nearly every major pharmaceutical and biotech company in the world, employs more than 130 people, and has an active client list of 50-plus companies.

Forced to drop out of high school and work full time at the age of 16, John Campbell, Founder and CEO of Campbell Alliance Group Inc., has overcome tremendous obstacles to form one of the industry's foremost consultancies.



Capturing Attention

PERSONAL DATA
Born Aug. 7, 1950, in Chickasha, Okla.

EDUCATION
B.S. from the University of Notre Dame; M.D. from the University of Connecticut School of Medicine; residency in internal medicine at the Hospital of the University of Pennsylvania; fellowship in pulmonary medicine at the Hospital of the University of Pennsylvania

FIRST JOB
Pot washer in a seafood restaurant

AMONG THE MOST RESPECTED LEADERS IN THE ELECTRONIC DATA CAPTURE AND MEDICAL RESEARCH AND DEVELOPMENT FIELDS,

William Claypool, M.D., has managed more than 34 regulatory filings of new compounds, line extensions, or additional indications, and supported nearly two dozen pharmaceutical product launches.

Joining Phoenix Data Systems (PDS) as CEO and chairman in 2001, Dr. Claypool is dedicated to showing sponsors how EDC can give them better study management and control by tracking clinical data faster and more accurately.

Dr. Claypool's initiatives have helped sponsors to reduce trial times by 30% and achieve results, such as doubling the number of trials run annually with a minimal increase in personnel, while eliminating more than 80% of data errors.

Dr. Claypool was instrumental in debunking the myth that EDC can only be cost-effective in large Phase II and III trials. Under his leadership, PDS has evolved a technology, service, and business model that delivers improved patient safety and monitoring to sponsors by enabling the implementation of electronic solutions that support more than 100 Phase I-Phase IV trials per year.

During his tenure, PDS has developed a business model that enables sponsors to improve patient safety and monitoring, to adapt their clinical studies as clinical data emerge, and to control their costs.

Before joining PDS, Dr. Claypool served as senior VP, worldwide clinical development and medical affairs, at SmithKline Beecham Pharmaceuticals, overseeing all of the company's clinical-research programs (Phases I – IV), including biometrics and data management. His endeavors helped to establish EDC (then called RDE) as the preferred data entry platform for the company's clinical R&D and medical affairs studies.

Having had several careers in one, starting as an academic physician then as a clinical research director in the pharmaceutical industry, transitioning to an administrator of pharmaceutical research, and now as an entrepreneur at a growing research-services company, William Claypool, M.D., CEO and Chairman of Phoenix Data Systems Inc., has carved out an elliptical, but consistent path.

A Clear Vision

THE MESSAGE FROM SERONO'S LEADER, FEREYDOUN FIROUZ, TO HIS STAFF IS LOUD AND CLEAR AND WIDELY APPLAUDED: IT'S ABOUT MEETING PATIENTS' NEEDS.

He commits the company to developing new therapies in its current areas of expertise, investing in new categories, offering new resources and services that enhance the patient experience and ensure patients are supported throughout their treatment, and maximizing value for patients, physicians, and other customers.

Mr. Firouz learned a lot about the fragility and value of life, good health, and freedom while working in Afghanistan to provide support to prisoners of war.

Instrumental in creating an employee and values-focused culture, Mr. Firouz encourages those around him to remember why they are in the business of medicine and why it is important to have a strong passion for what the company, and the industry, does.

He strives to create an environment where the management team and employees feel empowered to make a difference.

PERSONAL DATA
Born Nov. 16, 1963, in Geneva, Switzerland

EDUCATION
B.S. in political science and business from George Washington University

FIRST JOB
Red Cross Delegate in Soviet-occupied Afghanistan

WHAT INSPIRES HIM
High achievers, a balanced approach to life and work, the drive to always do better, learn more, and consistently perform at a high level, a relentless focus, and a clear-minded approach

ON HIS READING LIST
Breaking the Spell: Religion as a Natural Phenomenon by Daniel Dennett; Rumi: The Book of Love by Coleman Barks; Touching the Void: The True Story of One Man's Miraculous Survival by Joe Simpson; Miracle in the Andes: 72 Days on the Mountain and My Long Trek Home by Nando Parrado and Vince Rause; Les Fourmis by Bernard Werber; and Clash of Civilizations and the Remaking of World Order by Samuel P. Huntington

He strives to create an environment where the management team and employees feel empowered to make a difference.

Proving that what his employees think is of utmost importance, Mr. Firouz helped establish an annual employee survey to better understand opinions and perceptions. The company also has launched the Values Advisory Council as a forum to discuss what is important to employees and what is on their minds. As a result of these two initiatives, Serono rolled out new internal communications forums, work/life balance programs, convenience services, and benefits.

According to Mr. Firouz, it is a manager's responsibility to identify team members' unique motivating factors and determine how to inspire them to achieve their best.

In his 15 years at Serono — the past three as president — Mr. Firouz has provided strong leadership, strategic vision, and a keen focus to help the company establish a strong footprint in the United States.

He is fully appreciative of the importance of culture and says one of his toughest challenges has been appropriately integrating business and cultural influences to ensure the company is sensitive to the way it

conducts business around the world.

Approaching day-to-day activities with a high level of passion, engagement, and a willingness to learn and understand more about each issue, Mr. Firouz inspires his staff to tackle the opportunities and challenges presented.

As President of Serono Inc., Fereydoun Firouz has provided strong leadership, strategic vision, and a keen focus to help the company establish a strong footprint in the United States.



Fereydoun



FIROUZ

DR. WILLIAM CLAYPOOL

The NEXT MO TRIAL FOR

ABSTRACT

The selection of a Medical Science Liaison (MSL) outsourcing organization represents a pivotal decision for the commercialization of pharmaceutical brands. This is because the subsequent efficacy of an MSL program can greatly influence the relationship of a brand with its existing or prospective customers in the marketplace.

SOS has extensive experience across myriad therapeutic categories, and is therefore uniquely qualified to design and implement MSL programs integrated into the core business objectives of commercial activities.

MSL SPECTRUM OF ACTIVITIES

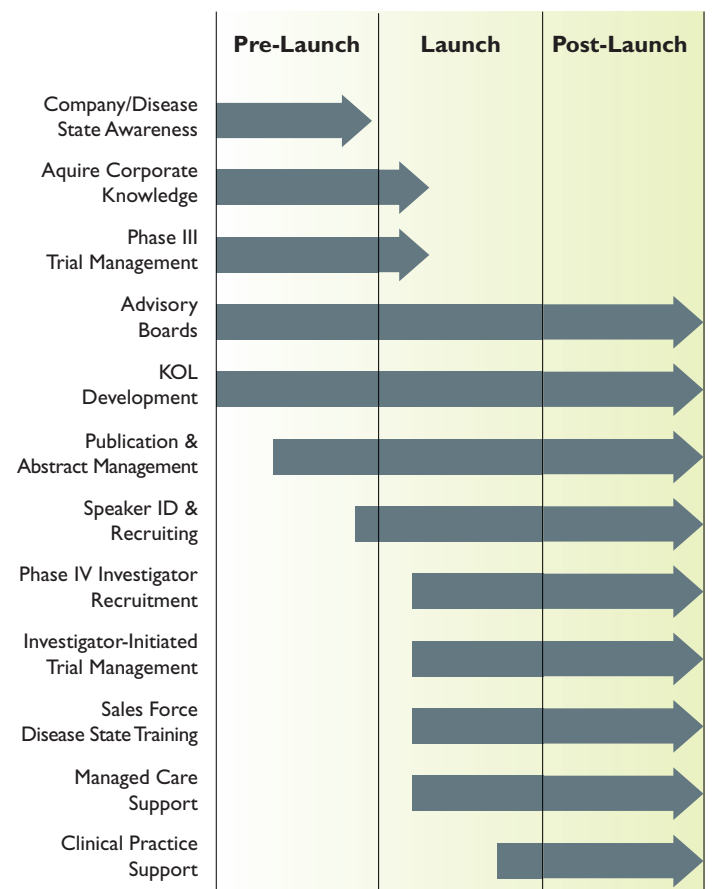


Figure 1

ST IMPORTANT YOUR DRUG

METHODOLOGY

Based on analysis of the requisite clinical or industry expertise for each brand, SOS recruits the ideal MSL candidates from an expansive network of thousands of PharmDs, PhDs, and MDs. A customized and comprehensive MSL program is then developed that focuses on optimizing access to KOLs, and increasing awareness of, and advocacy for, the brand. Such programs are flexible and expandable, and can address a wide range of brand needs (see Figure 1).

RESULTS

Since establishing the Contract Medical Organization (CMO) category in 1997, SOS has initiated >50 MSL programs, including

five with the top 10 pharmaceutical companies. SOS has hired, trained, and deployed hundreds of MSLs, the vast majority of whom have been internalized by SOS clients. To date, SOS has supported 21 products during pre-launch and launch phases.

CONCLUSIONS

For additional data on the efficacy of SOS programs, contact Evan Demestihias, MD or Beth Price at 770.693.9300, or visit the SOS website at www.MedicalAffairs.com.

The Scientific Basis for Commercial Success

www.MedicalAffairs.com



Thomas BUCKLEY

Eight to 700
in 16 Years



FOUNDER OF THE HOLDING COMPANY REDI-DIRECT MARKETING, THOMAS BUCKLEY HAS OVERSEEN THE GROWTH OF ONE OF NEW JERSEY'S FASTEST-GROWING COMPANIES, one that has expanded from eight employees in 1990 to more than 700 today.

Cognizant of the increasing amount of data that pharmaceutical companies are forced to manage and maintain to thrive in today's marketplace, Mr. Buckley is always looking for ways to provide his customers with a competitive advantage and an ability to increase their return on investment from sales and marketing activities.

As CEO of StayinFront, a customer-relationship management company, which is part of Redi-Direct, Mr. Buckley is committed to building strategic alliances and offering technological innovations that provide his life-sciences customers with the ability to merge industry data with customer information, while maintaining compliance and allowing real-time information flow.

Mr. Buckley was the key driver in Redi-Mail Direct Marketing's acquisition of one of only 10 American Medical Association (AMA) database licenses. By contracting with its sister company, Redi-Mail, for AMA physician data, Mr. Buckley ensures that StayinFront is able to provide its technology, domain, and subject matter expertise to customers with a wide range of turnkey data services, including physician state license number validation and data profile augmentation. The forward-thinking CEO also engineered innovative partnerships in 2005 with BusinessEdge Solutions, an industry-focused consulting integration firm, and DataFlux, a provider of data management solutions, to help his customers better manage the quality of their ever-increasing data assets and design and execute more targeted and successful sales and marketing campaigns.

Thomas Buckley, CEO of StayinFront Inc., is always looking for ways to provide his customers with a competitive advantage.

PERSONAL DATA

Born Nov. 3, 1959, in Bangor, Maine

EDUCATION

B.S. from Montclair State University and an executive MBA from NYU Stern School

FIRST JOB

Public accountant at KPMG (formerly Peat Marwick Mitchell)

HOW HE INSPIRES OTHERS

Leading by example; communicating the company's vision and setting clear expectations; and establishing mutual respect and fostering open communications

The Turnaround King

WITH A SAVVY BUSINESS BRAIN AND A KNACK FOR RECOGNIZING AND DEVELOPING SMART PLANS AND ALLIANCES, Brian Markison has worked his magic for King Pharmaceuticals.

When Mr. Markison joined King Pharmaceuticals in 2004 he had a vision of what needed to be achieved, brought in a team of talented leaders, worked to empower the company's employee base, and developed key partnerships to revive the company's and its shareholders' fortunes.

The changes Mr. Markison has brought to the company are dramatic. Starting out as a company focused on acquiring approved, marketed drugs, King has — through mergers, acquisitions, and partnerships — become a company that develops, manufactures, markets, and sells branded prescription pharmaceutical products.

Before joining King, Mr. Markison had a distinguished record at Bristol-Myers Squibb in a variety of positions, including strategic sales, marketing, international, and domestic general management. Among his many successes was leading the integration of DuPont Pharmaceuticals into Bristol-Myers Squibb in 2001.

In turning King around, Mr. Markison understands that an important element to changing corporate strategy is communicating that information, and he has been instrumental in underscoring the company's improved fortunes with a strong corporate branding initiative.

By uniting the King team around a shared vision, shared values, and shared responsibility, Mr. Markison has breathed new life into the company.

Brian Markison, President and CEO of King Pharmaceuticals, has united the King Pharmaceuticals team around a shared vision, shared values, and shared responsibility.

Brian MARKISON

We see clinical development from a different viewpoint.
Yours.

When you choose Kendle to deliver your Phase III trial you can be confident of success. By connecting our skills, energy and commitment around the world, we'll tailor-make an elite team that's focused on delivering your trial on time and with the highest quality results.

Together we'll deliver Phase III.

Phase

In the Spirit of Competition

IT MIGHT BE SAID THAT JOHN SPITZNAGEL HAS THE MIDAS TOUCH. With a superb business mind and an ability to win the loyalty of leading industry professionals, Mr. Spitznagel has a knack for salvaging faltering pharmaceutical operations as well as growing successful new companies.

With a wealth of experience under his belt at a number of pharma companies, as well as having proven his capabilities through the launch of several important therapeutics, Mr. Spitznagel began to make his mark as a company leader when he turned BioCryst Pharmaceuticals into a viable entity, reversed declining sales at Reed and Carnrick Pharmaceuticals, and then instigated a dramatic turnaround at once-floundering Roberts Pharmaceutical, which was acquired in 2000 by Shire Pharmaceuticals.

In 2002, Mr. Spitznagel took on his next big challenge, assuming the helm of ESP Pharma, which he made profitable in less than a year by

aggressively acquiring products with therapeutic value but that didn't meet the sales and profitability thresholds of the big pharmaceutical companies.

It's testament to his business skills and charismatic leadership that Mr. Spitznagel was able to attract to his management team individuals who worked with him at Roberts and who had since taken senior positions in various companies.

In March 2005, ESP was bought by PDL BioPharma, and Mr. Spitznagel looked for a new challenge.

Today he is chairman and CEO of Esprit Pharma, which focuses on specialty therapeutics for the urology and women's healthcare markets.

Yet again, team members who had worked with Mr. Spitznagel at Roberts and at ESP were eager to join their savvy leader on a new venture.

As Mr. Spitznagel told PharmaVOICE during a 2002 interview, the key to success is having the right people in the right job all pulling on the same oar.

In his more than 40 years in the industry, Mr. Spitznagel has learned that one of the key secrets to success is building a team that believes in the mission and encouraging everyone to contribute to the company's goals.

John Spitznagel, Chairman and CEO of Esprit Pharma Inc., has a knack for salvaging underperforming pharmaceutical operations as well as growing successful new companies.

John



SPITZNAGEL

PERSONAL DATA

Born Sept. 3, 1941, in New York

EDUCATION

Bachelor's degree from Rider University and an MBA from Fairleigh Dickinson University

HOW HE INSPIRES OTHERS

By being tough but fair

HOBBIES

Fishing, sailing, and traveling

CAREER HIGHLIGHTS

The launch of more than 50 new products



BioPharma Solutions

Baxter



PERSONAL DATA

Born June 23, 1962, in Montreal

EDUCATION

B.Sc. in chemistry from the University of Ottawa

FIRST JOB IN THE INDUSTRY

Selling blood glucose meters to physicians and hospitals for Miles Diagnostics

BIGGEST INDUSTRY CHALLENGE

Shaping its own future

A Think-Big
View to
Creativity

Phil **DESCHAMPS**

WITH AN AMBITIOUS VISION FOR WHAT GSW WORLDWIDE AND ITS STAFF CAN ACHIEVE, Phil Deschamps, president and CEO, creates an environment where people have the freedom to come up with, and present, liberating ideas. As someone who loves his job and is excited by the opportunities to help clients overcome their marketing challenges, Mr. Deschamps seeks to inspire by example.

With an ability to go beyond traditional thinking and tactics, Mr. Deschamps, who joined GSW in 1998 as a VP, quickly rose through the ranks and was named president in 2002.

Under his guidance, the agency has grown in both the number of employees and capabilities. He has brought on board top talent from inside and outside of the pharmaceutical industry to encourage different perspectives. And he has expanded the agency's capabilities to include public relations, media, direct mar-

keting, DTC, and new product planning.

Mr. Deschamps was integral in the creation and development of GSW Worldwide's global network, working with the agency's parent company, inChord Communications, to grow the network from the ground up — launching GSW Worldwide offices in New York and Newtown, Pa.; acquiring top agencies in London and Toronto; and establishing an international network of affiliate agencies across the globe, with part ownership of several of the agencies.

With a think-big approach, Mr. Deschamps believes it's important that the industry steps up to the challenge of shaping its own future. Rather than allowing issues, such as government regulation, globalization, and new technology to impact what happens, Mr. Deschamps says the industry needs to become more proactive in moving

its agenda forward and becoming a driver of trends.

As a leader who has been instrumental in driving and encouraging new and innovative approaches, Mr. Deschamps understands the need for decisive action better than most. And it's this can-do approach that has led the agency to win numerous awards.

He takes his vision and passion beyond the agency and into his local and professional communities. He has served with the Columbus Council on World Affairs and is a former member of the Central Ohio United Way's Leadership Circle. In addition, he has addressed several professional association conferences, including the Healthcare Marketing and Communications Council and Pharmaceutical Marketing Partners Institute.

With a love for what he does, Phil Deschamps, President and CEO of GSW Worldwide, is excited by the opportunities he has every day to work with clients and help them solve their marketing challenges.



Power
to move your molecule in the right direction.

You know your product's potential. Yet between your compound and the patient who needs it is a complex development process. In today's market, navigating that path takes specialized resources—from expert formulation knowledge and innovative packaging to commercial-scale manufacturing and life cycle management.

At Baxter BioPharma Solutions, we bring together the scientific expertise and advanced manufacturing technology you need to get your molecule from initial formulation to clinical trials to market. Together, we can turn your innovative ideas into truly competitive therapeutics.

Discover the confidence we can provide at any point along your path to market—and toward your global business goals.

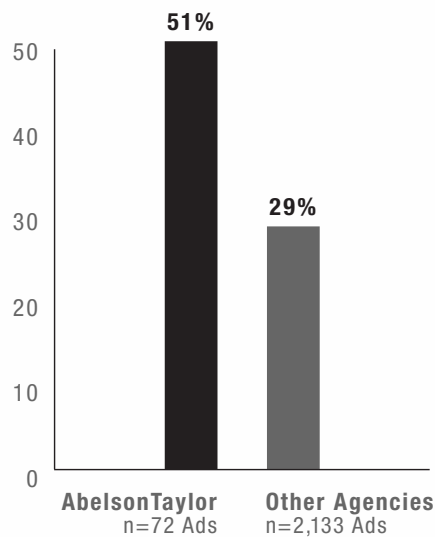
Connect to the resources you need.

Connect today. Visit www.baxterbiopharmasolutions.com or call 1-800-4-BAXTER.



Ads that make a bigger impact.

“High Prescribing Interest” following exposure to advertising

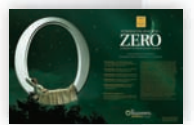


Simply put, AbelsonTaylor ads increase prescribing interest more than ads from other agencies. Here’s the proof. Over the years, Palshaw Measurement has tested the effectiveness of 72 AbelsonTaylor campaigns and 2,133 campaigns from other agencies. We asked them to compare the results.

Our ads scored better across the board—and nearly twice as high on the key measure of “High Prescribing Interest.” If you’re interested in hard-hitting branding with proven performance, call Dale Taylor at 312.894.5657 or visit www.abelsontaylor.com.



AbelsonTaylor



Ginger GRAHAM

The Personal Touch

LESSONS FROM EARLY IN ONE'S CAREER ARE OFTEN THE ONES THAT ARE CARRIED THROUGHOUT ONE'S WORKING LIFE.

For Ginger Graham some of the most important things she learned from her first job at an agricultural chemical company were the value of being a self-starter and demonstrating initiative, resilience, and perseverance.

There were also some tough discoveries — learning how to deal with rejection, de-personalizing bad behavior, and valuing and responding to tough feedback. Despite these experiences, Ms. Graham had the good fortune to be guided by a district manager who was a coach, friend, and teacher and who inspired her to become a good manager. That support rubbed off and today her colleagues describe Ms. Graham as a connected and sensitive leader. Recognizing that

everyone in the organization matters, Ms. Graham, CEO of Amylin Pharmaceuticals Inc., makes it her priority to remember names, send personal notes of appreciation, recognize results, and create an open environment where everyone can learn and grow.

She is a leader who believes that helping others to achieve is a true sign of accomplishment, and Ms. Graham maintains an open-door policy and is available to all staff, particularly when times are tough.

A role model for women, her hope is that by sharing her own industry experiences, other women will be inspired to succeed. In all her dealings, Ms. Graham carries with her a firm belief in the contributions the industry makes to human health and well-being.

Ginger Graham, CEO of Amylin Pharmaceuticals Inc., makes it her priority to remember names, send personal notes of appreciation, recognize results, and create an open environment where everyone can learn and grow.



PERSONAL DATA

Born Nov. 18, 1955, in Springdale, Ark.

EDUCATION

B.S. in agricultural economics from the University of Arkansas and an MBA from Harvard University

ON HER READING LIST

Man's Search for Meaning by Viktor E. Frankl; My Grandfather's Blessings: Stories of Strength, Refuge, and Belonging by Rachel Naomi Remen; The Far Pavilions by M. M. Kaye

WHAT INSPIRES HER

Personal courage and intellectual curiosity

FIRST JOB

Sales rep at an agricultural chemical company

BIGGEST INDUSTRY CHALLENGE

Restoring trust and credibility

WITH MORE THAN 26 YEARS OF TECHNOLOGY-INDUSTRY EXPERIENCE, Bob Weiler has piloted Phase Forward through its transformation from a product developer to a leading provider of integrated data-management solutions for clinical trials and drug safety. Mr. Weiler, who has been with Phase Forward since 2002, led the company to a successful public offering in 2004 and is widely known throughout the information-technology community.

With a firm commitment to the goal of bringing drugs to market more quickly and safely, while cutting costs, Mr. Weiler has taken steps to position Phase Forward to assist the industry in achieving those goals. And he believes that the industry is now at an inflection point and ready to embrace change.

His broad technology experience includes chairman, president, and CEO

of Giga Information Group and president and CEO of Eastman Software (formerly Wang Software). He also has taken on

many other roles outside work, including serving on the boards of the Waterville Valley Company and SADD (Students Against Destructive Decisions) and formerly as chairman of the Board of Trustees at Saint Anselm College, and board member of Corporate Software, Distribution Management Systems, Cullinet Software, Interleaf, DataLogix, and Giga Information Group.

A visionary in both software and the life sciences, Mr. Weiler led Phase Forward through the acquisition of Lincoln Technologies in 2005, situating the combined group as one of the leading providers of products and services for EDC, strategic pharmacovigilance, clinical-trial safety signal detection, and applied data standards to manage product safety throughout the drug development life cycle.

A visionary in both software and the life sciences, Bob Weiler, President and CEO of Phase Forward, believes that the pharmaceutical industry is at an inflection point.

BOB WEILER

Taking Tech to the Next Level



PERSONAL DATA

Born Feb. 9, 1951, in Boston

EDUCATION

B.A. from Saint Anselm College and an honorary doctorate in 2000 from Saint Anselm College

WHAT INSPIRES HIM

The ability to make hard decisions, especially when they're not very popular decisions

FIRST JOB

Mayflower Moving Co.; First professional job: EDS

HOBBIES

Skiing, sailing

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Mary MELIA

Presidential Partnerships

CAREER HIGHLIGHTS
Purchase of, and sole ownership of, Shaw & Todd

The oldest of seven children, Ms. Melia learned the meaning of teamwork, leadership, and competition while growing up. She maintains that part of being competitive is learning how to graciously admit defeat as well as striving to be a champion.

Shaw & Todd has been the beneficiary of Ms. Melia's good business sense and ability to build lasting relationships with clients. She was instrumental in gaining the Nikon Instruments account, which has remained a client throughout the years.

Ms. Melia maintains a keen focus on uncovering new and nontraditional advertising and marketing trends.

Taking an enthusiastic and hands-on approach to her professional work and personal commitments, Ms. Melia encourages others to do the same, but always considers and appreciates the uniqueness in each individual. Equally able to lead as to mentor, Ms. Melia is described by her employees as a great listener who can also give good, sound advice. She is, to those who know her, proof that it is possible to be kind and thoughtful as well as successful.

As President of Shaw & Todd Inc., Mary Melia has influenced the marketing tactics of other agencies, manufacturers, and suppliers within the life-sciences industry.

WITH A SAVVY BUSINESS SENSE THAT HAS KEPT THE ADVERTISING AND MARKETING COMMUNICATIONS AGENCY SHAW & TODD STABLE AND STRONG THROUGHOUT THE YEARS,

Mary Melia is a well-loved and admired leader.

Since the early 1990s, when Ken Todd decided to retire and approached Ms. Melia to take the helm, she has been the company's president. For more than 10 years, Ms. Melia has shaped and helped to publicize corporations and their products within the life-sciences industry. She works in close partnership with each client, ensuring a focused and strategic plan for all her clients, which has enabled both large and small companies to increase their visibility and market presence, even through difficult economic conditions.

William CLAPPER

BEFORE THE BACKLASH REGARDING MULTIPLE PHARMACEUTICAL SALES REPRESENTATIVES CAMPING OUT IN DOCTORS' OFFICES REACHED ITS PEAK,

Bill Clapper recognized the problem and came up with an innovative solution.

Drawing on the marketing and technological expertise he has developed during his 20-plus years in the healthcare industry, Mr. Clapper changed direct-to-physician marketing by creating an efficient model for building relationships between pharmaceutical companies and doctors. His brainchild, eXtendRx, is an integrated marketing program directed at physicians as a nonpersonal communication vehicle.

What sets Mr. Clapper apart is his ability to seek out and find new ways to achieve goals. A leading-edge thinker and motivator, Mr. Clapper is able to communicate his vision and innovation in practical terms so clients appreciate these new concepts as strategic opportunities rather than as threatening changes. Mr. Clapper, president and CEO of MTI Information Technologies, always ahead of the curve, recently expanded his product development group to assist him in building the next generation of communication programs in the industry.

His peers and employees extol his ability to read people and to get the most out of individuals. To achieve this, Mr. Clapper emphasizes

PERSONAL DATA

Born April 2, 1940, in Bedford, Pa.

EDUCATION

B.S. from Pennsylvania State University

CAREER HIGHLIGHTS

Launching a major BASF brand; purchasing his first company in 1982 – Doane Marketing Research; designing a virtual company to support a major brand launch for Monsanto; and developing a series of behavior models, which became the foundation for MTI's current sales/marketing solution, eXtendRx

BIGGEST INDUSTRY CHALLENGE

Changing the marketing paradigm from a tactical sales orientation to a strategic orientation



the importance of culture; he embraces many of the traits of smaller companies, such as teamwork and camaraderie, and he values the individuals who contribute daily to making the company's vision a reality.

William Clapper, President and CEO of MTI Information Technologies LLC, is continually looking ahead for new challenges and innovative solutions.

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The Leadership Doctor

AS LEADER OF THE GLOBAL PHARMACEUTICAL COMPANY NOVARTIS, DANIEL VASELLA, M.D., HAS TAKEN THE COMPANY TO STRONG OPERATIONAL HEIGHTS while developing a patient-focused vision for the future and a corporate culture that thrives on innovation.

His impact and influence on the Novartis vision has been extraordinary. Dr. Vasella combines a physician's compassion for patients with business savvy to bring healthcare solutions to society, which has resulted in significant organizational change at Novartis.

Today, the company is striving to be less of a pharmaceutical multinational corporation and more of a global provider of patient-driven care that is focused on diversity, good corporate governance, and human-resource development.

A charismatic leader, Dr. Vasella is not afraid to take a risk or a position that may be outside the industry norm if it is in the best interest of patients.

One example was his decision to bring Gleevec to market and then to make a commitment that any patient with a need for the product could find treatment through the Patient Assistance Program.

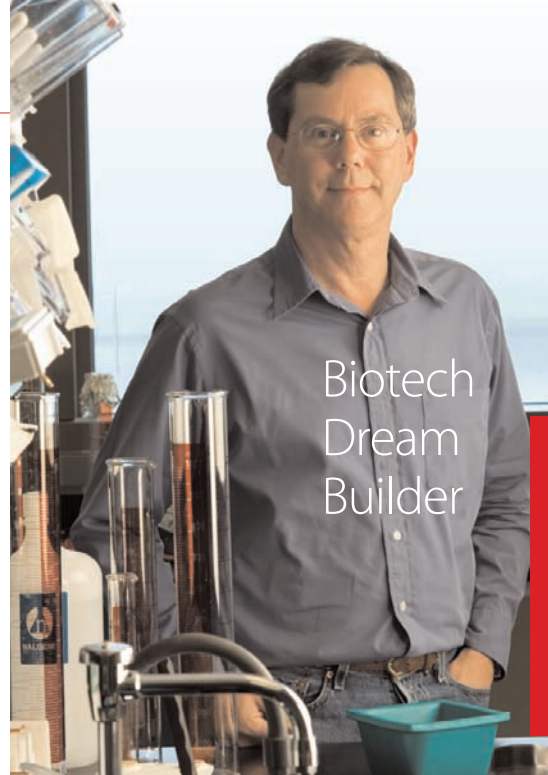
Another example is his belief that innovative pharmaceuticals and generics are both necessary components of a well-functioning healthcare system, since each drives the other to improve, offering better products at more affordable prices. With that in mind, Novartis acquired two generics companies, Hexal AG and Eon Labs, in February 2005, giving the company a leading position in the sector.

Elsewhere, he expanded the company's portfolio into vaccines and diagnostics with the April 2006 acquisition of Chiron.

Beyond Novartis, Dr. Vasella is influencing and driving change across the industry. As president of the International Federation of Pharmaceutical Manufacturers and Associations, a position he has held since October 2004, Dr. Vasella has led the push for greater clinical-trial transparency with the launch of a portal that gives doctors, healthcare providers, patients, and their families greater access to information.

A rare and visionary CEO and a second time PharmaVOICE 100 winner, Dr. Vasella has helped Novartis gain a reputation as an innovator company with ethics.

A rare and visionary CEO, Daniel Vasella, M.D., has helped Novartis gain a reputation as an innovator company with ethics.



Biotech
Dream
Builder

PERSONAL DATA

Born March 31, 1950, in Seattle

EDUCATION

B.S. in molecular biology from the University of Washington and a Ph.D. in biochemistry from Princeton University

FIRST JOB

Night shift janitor in a shopping mall

DR. DANIEL VASELLA



PERSONAL DATA

Born Aug. 15, 1953, in Fribourg, Switzerland

EDUCATION

Pre-med at the University of Fribourg, an M.D. from the University of Bern

HOW HE INSPIRES OTHERS

Being true to who he is as an individual and what he believes in, which create trust and alignment

WHAT INSPIRES HIM

Combination of competence, ambition, and integrity

CAREER HIGHLIGHTS

Being a practicing physician and overseeing the development and approval of Gleevec, the first targeted cancer therapy

TOUGHEST TASK

Finding the best talent

THREE DECADES AFTER GENENTECH WAS FOUNDED ON A PLATFORM OF NEW SCIENCE AIMED AT CHANGING THE COURSE OF MEDICINE, Arthur Levinson, Ph.D., continues to deliver on the original vision and propel the company toward farsighted goals.

Dr. Levinson joined the company as a senior scientist more than 25 years ago, and his heart has never strayed far from the lab. He has fostered a culture that remains committed to four guiding principles: strong science, long-term planning, excellent execution, and people. And he strives to maintain the company's special culture in the midst of rapid growth.

Believing people are the company's most important asset, Dr. Levinson is committed to three guiding principles: strong science, commitment to patients, and support of its people.

So far his mandate is paying off. Since 2000, the company's pipeline has grown to more than 40 projects. Its portfolio of marketed products remains among the largest in the industry and has expanded into the field of immunology.

Moreover, the company continues to be listed by several publications as one of the 100 best companies to work for, and in 2006, the company took the top position on *Fortune's* list.

A highly respected leader, Dr. Levinson also drives the company's philanthropic efforts and encourages employee volunteerism. Last year, the company donated about \$200 million in drugs to more than 18,000 uninsured patients as part of its Access to Care Foundation and donated more than \$21 million to various independent public charities that offer copay assistance to eligible patients. Genentech also provided about \$15 million in financial support to a variety of nonprofit organizations in local communities in 2005, and the company has worked to help improve health-science education and strengthen many other educational, civic, and community-based groups.

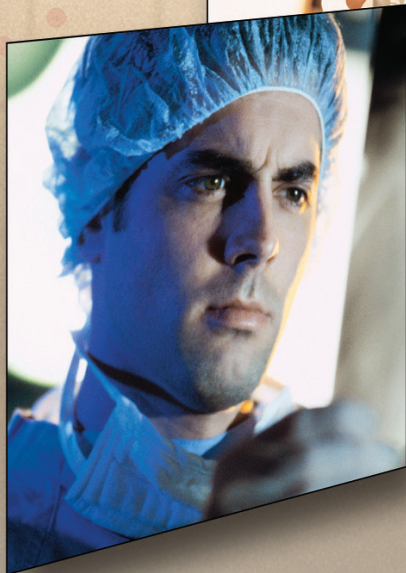
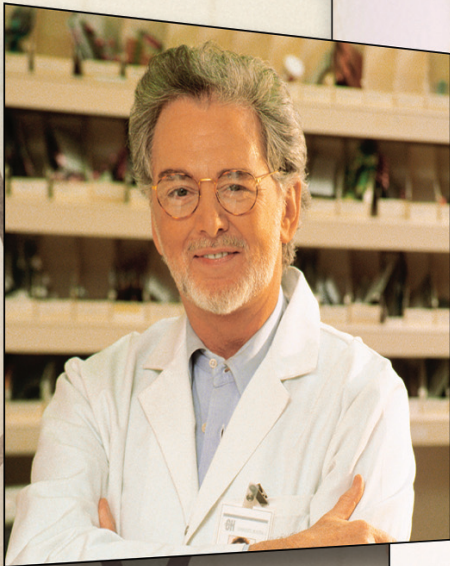
A long-serving member of the Genentech team, Dr. Levinson joined the company as a senior scientist in 1980, moving into progressively more senior positions before being named chairman and CEO in July 1995. The dream, which was made real 30 years ago by Bob Swanson and Herb Boyer, remains safe in the visionary and enthusiastic hands of Dr. Levinson.

Arthur Levinson, Ph.D., chairman and CEO of Genentech Inc., has fostered a culture that remains committed to strong science, long-term planning, excellent execution, and people.

Dr. Arthur LEVINSON

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Peter GRAY All For One



PERSONAL DATA

Born Nov. 20, 1954, in Dublin, Ireland

EDUCATION

Law degree from Trinity College, Dublin, and a CPA from KPMG, Dublin

FIRST JOB

Selling ice cream in Philadelphia

HOBBIES

Sailing and Golf

ON HIS READING LIST

The World is Flat: A Brief History of the Twenty-first Century by Thomas L. Friedman

WHAT INSPIRES HIM

A can-do attitude; a determination to achieve, but with humor and a sense of fun; and a willingness to work hard

LEADING BY EXAMPLE, WHILE ENCOURAGING AND DEVELOPING THE TEAM AND AN INCLUSIVE ATTITUDE TO SUCCESS are the basis for Peter Gray's business achievements.

By promoting teamwork, Mr. Gray, CEO of Icon Plc., has moved the company from a medium-sized provider of outsourced development services focused mainly on Phase II and III clinical trials to a global company with the depth to address broad clinical-research challenges.

With a willingness to listen and respond to the views of others, he has managed to build a loyal and seasoned staff with deep functional and therapeutic competencies. Mr. Gray believes in creating a work environment where people have the freedom to do their jobs without the overbearing bureaucracy and, at the same time, are able to have fun. And while he looks for hard workers with a can-do attitude, it is also important to have a sense of humor.

Mr. Gray has expanded the reach of the company through aggressive recruitment of talent, expansion to new geographies, and the stepwise acquisition of complementary, nonoverlapping businesses.

As a pioneer of functional service relationships, Mr. Gray has provided clients with alternatives to transactional outsourcing. He says one of the biggest challenges facing the industry is getting pharmaceutical companies to recognize that the execution of clinical trials is not, and does not need to be, a core competency.

Peter Gray, CEO of Icon Plc., believes in creating a work environment where people have the freedom to do their jobs without the burden of overbearing bureaucracy and, at the same time, are able to have fun.

KAREN KATEN Mover and Shaker

A HIGHLY RESPECTED AND INFLUENTIAL BUSINESS LEADER, Karen Katen has played a central role in Pfizer's success. Propelling significant innovations and revenue increases, Ms. Katen managed the integration of two of the industry's largest mergers — with Warner Lambert in 2000 and with Pharmacia in 2003. During the 1990s, Ms. Katen led the launch onto the U.S. market of 10 innovative pharmaceuticals from the company's R&D program.

Among the breakthrough medicines that the company has launched under Ms. Katen's leadership are Viagra, Zyrtec, Zoloft, Celebrex, Norvasc, and Zithromax. Her work and accomplishments have been widely recognized, and she has received numerous awards from civic groups, national associations, and universities. Yet Ms. Katen prefers to give credit to her team at Pfizer for developing these drugs, an approach that typifies the type of leader she is. She encourages open communication among all team members and takes an active interest in developing the people who work for her.

In her role as head of Human Health, Ms. Katen leads the business responsible for the discovery, development, manufacture, distribution, and commercialization of prescription medicines, as well as for providing a broad array of innovative human-health services.

Ms. Katen has been with Pfizer since she graduated with an MBA in 1974, rising over the years to key leadership positions. She attributes her long-term commitment to the company to the fact that she has been given an opportunity to help people in an extensive way and to the fact that she has never been bored.

Ranked No. 9 on *Fortune* magazine's list of the "Top 50 Most Powerful Women in Business" in 2005 — a list that has included her for eight consecutive years — Ms. Katen not only has helped lift Pfizer's bottom line, but she also brings a human face to business. A humanitarian, Ms. Katen was a key supporter of the decision by Pfizer to distribute the antifungal drug Diflucan to AIDS patients in Africa.

Karen Katen, Vice Chairman of Pfizer Inc. and President of Pfizer Human Health, encourages open communications among all team members and takes an active interest in developing the people who work for her.

PERSONAL DATA

Born in 1948 in Kansas City, Mo.

EDUCATION

B.A. from the University of Chicago and an MBA from the University of Chicago

FIRST JOB

Sales at an office supply company

A Guiding Light

PERSONAL DATA

Born Aug. 18, 1957, in Napa, Calif.

EDUCATION

B.S. in premedicine from the University of Nevada, Reno; an M.D. from the University of Nevada, Reno; and an MPH from the University of California, Berkeley

FIRST JOB

Bookkeeper in father's pharmacy

CREDITED WITH STRONG LEADERSHIP SKILLS COMBINED WITH STEADFAST COMPASSION, SUSAN DESMOND-HELLMAN, M.D., has exhibited intelligence, mentorship, and business savvy since joining Genentech as a clinical scientist 11 years ago.

Guided by a strong desire to improve global health outcomes, Dr. Desmond-Hellmann has spent many years in clinical research, worked in private practice, and spent two years as a visiting faculty at the Uganda Cancer Institute, studying AIDS and cancer. First and foremost Dr. Desmond-Hellmann is committed to patient care, and she is commended for her relentless integrity and her focus on future innovation.

Widely respected by her employees and colleagues, Dr. Desmond-Hellmann is a role model. The contributions she has made to the healthcare industry, to leadership, mentoring, and the community at large, were recognized this year when she was named the Healthcare Businesswomen's Association's Woman of the Year. She also has been named to *Fortune* magazine's "Top 50 Most Powerful Women in Business" list for four years. And the *Wall Street Journal* ranked her No. 6 on its "50 Women to Watch 2005" list.

An oncologist by training and a key



Dr. Susan DESMOND-HELLMANN

contributor in the area of cancer research, Dr. Desmond-Hellmann was the project team leader for Taxol — a chemotherapy drug most commonly used to treat ovarian, breast, and non-small cell lung cancer — while at Bristol-Myers Squibb.

She is widely recognized within her company and by outside analysts as one of the key drivers of Genentech's many successes, including being the leading provider of anti-tumor therapeutics in the United States.

Today as president of product development at Genentech, Dr. Desmond-Hellmann is responsible for the company's development, regulatory affairs, quality, compliance, product portfolio management, alliance management, business development, and pipeline strategy support functions. For her the toughest balance is to ensure the company continues to innovate and take risks, while at the same time has a steady stream of great products in the pipeline.

In addition to her work at Genentech, Dr. Desmond-Hellmann is an adjunct associate professor at the University of California, San Francisco and serves on the Board of Directors of Affymetrix.

Susan Desmond-Hellmann, M.D., M.P.H., President of Product Development at Genentech Inc., is admired for her relentless integrity and her focus on future innovation.

Managing Change

INNOVATIVE TECHNOLOGIES THAT HELP THE INDUSTRY ADDRESS SOME OF ITS BIGGEST CHALLENGES: THAT'S WHAT JIM LANGFORD HAS COMMITTED HIMSELF AND HIS COMPANY, DATALABS, TO ACHIEVING.

After more than 17 years as president of The Phoenix Group, a CRO that he cofounded in 1986, Mr. Langford founded DataLabs to provide competitive solutions to EDC vendors providing outsourced services.

Mr. Langford's leadership in developing DataLabs' business model and positioning the company as a software vendor instead of a service provider enables technology transfers that support the efforts of CROs and biopharmaceutical companies in the conduct of clinical trials. He believes in a site-driven approach to conducting clinical trials, which gives CROs the flexibility to manage trials according to the needs of each sponsor.

To that end, Mr. Langford has pioneered the use of technologies to streamline data-collection processes. The DataLabs model relies on industry standard technology and open architecture that enable higher returns on investment while improving the overall clinical-trials process. The ability to simplify and expedite processes is key, and Mr. Langford has been an integral force in encouraging EDC vendors to adopt CDISC standards to foster interoperability within the industry.

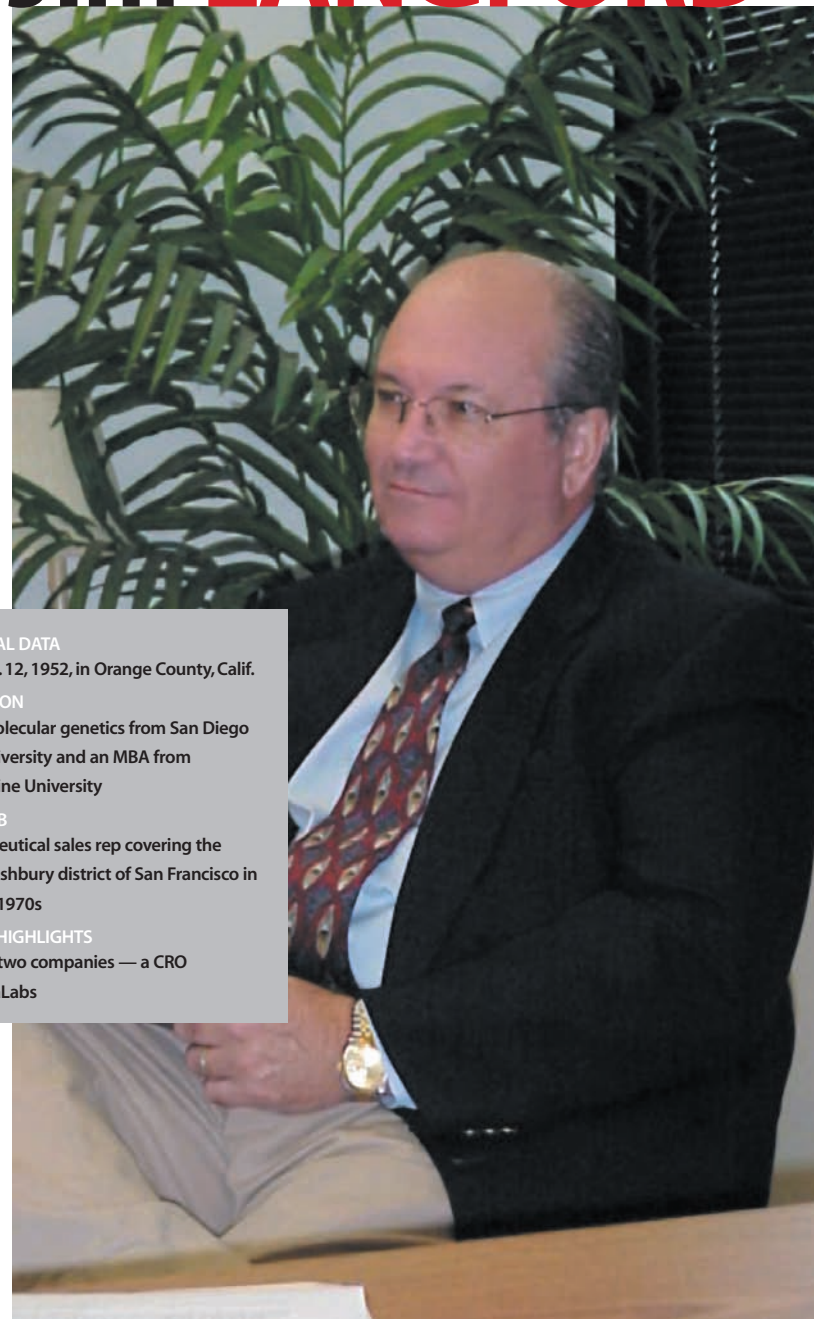
As president and member of DataLabs' board of directors, Mr. Langford has created a corporate culture that focuses on customers and the technological innovations that best serve the needs of the industry.

Mr. Langford's vision, dedication to his employees, and recognition of the importance of

client needs in product development has resulted in DataLabs experiencing several years of strong financial performance and continuing to be among the fastest-growing software companies in the clinical-data management market.

For Jim Langford, President of DataLabs Inc., the goal is to improve the processes behind clinical development, which then can improve the lives of patients.

Jim LANGFORD



PERSONAL DATA
Born Jan. 12, 1952, in Orange County, Calif.

EDUCATION
B.S. in molecular genetics from San Diego State University and an MBA from Pepperdine University

FIRST JOB
Pharmaceutical sales rep covering the Haight-Ashbury district of San Francisco in the mid-1970s

CAREER HIGHLIGHTS
Starting two companies — a CRO and DataLabs

CHRISTINE POON IS NOT ONLY HIGHLY RESPECTED ACROSS THE HEALTHCARE INDUSTRY BUT IS REGARDED AS A HANDS-ON LEADER.

As vice chair of Johnson & Johnson and worldwide chair of medicines and nutritionals, Ms. Poon manages the biggest division of the Fortune 500's No. 30 company.

Since joining J&J in 2000, Ms. Poon has been credited with helping propel the company's pharmaceutical business to become one of the fastest growing in the industry.

Under her leadership, J&J has acquired five pharmaceutical companies and now receives more than half of its \$43 billion in annual sales from a long list of prescription medicines, including Remicade, Risperdal, and Procrit.

Her achievements are broadly recognized; she was ranked No. 43 on *Forbes* "Most Powerful Women of 2005" list, while *Fortune* magazine ranked her No. 12 on its 2005 "50 Most Powerful Women in Business" list.

While her business successes speak for themselves, they represent only a small part of her leadership achievements.

Ms. Poon also has taken an active role in such workplace initiatives as J&J's women's leadership initiative and the company's diversity program.

Described as a great role model for women in the industry because of her visionary and passionate leadership, Ms. Poon was named the Healthcare Businesswomen's Association's (HBA) 2004 Woman of the Year.

With a strong desire to extend and enhance the lives of patients worldwide, Ms. Poon also is involved in her local community. She is an active participant on the board of directors of Fox Chase Cancer Center in Philadelphia and a member of HBA's advisory board.

Christine Poon, Vice Chair of Johnson & Johnson, and Worldwide Chair of Medicines and Nutritionals, has led the company to business successes.

CHRISTINE POON

A Leader Among Leaders



PERSONAL DATA
Born in Brentwood, Mo.

EDUCATION
B.S. in biology from Northwestern University; Master's in biology/biochemistry from St. Louis University; and an MBA in from Boston University

DR. BRAD THOMPSON

SELF-PROCLAIMED SCIENCE-TECH NERD BRAD THOMPSON, PH.D., THROWS HIMSELF INTO THE JOB OF BEATING CANCER, IN PART BECAUSE IT'S A MISSION THAT HAS PERSONAL MEANING FOR HIM.

When Dr. Thompson learned about a University of Calgary project involving the study of the oncolytic capabilities of the human reovirus, he didn't know a lot about cancer therapy, but he had been deeply affected by the disease.

He had lost his mother to lung cancer, at the same time his favorite uncle was dying from esophageal cancer, and he himself had been diagnosed with melanoma.

With such powerful motivating factors, Dr. Thompson became the first employee of Oncolytics Biotech and focused his attention on the incredible potential of science to fulfill his hope of defeating cancer.

Now chairman, CEO, and president of Oncolytics, Dr. Thompson has relied on the science rather than hype to get the company's core cancer agent, Reolysin, to clinical trials. He gains a great sense of satisfaction from knowing that patients may benefit from being involved in the company's clinical studies, regardless of how early the trials may be.

Peers have commented that optimism is encoded in Dr. Thompson's DNA, based on his belief that every situation has a positive side.

Despite being diagnosed with, and treated for, skin cancer a half dozen times during the last eight years, Dr. Thompson, along with chief scientific officer Matt Coffey, Ph.D., acts as the face of the Canada-based company, traveling through North America and Europe, overseeing the company's clinical-trial programs, and raising awareness about the company and its experimental cancer therapy in the medical, scientific, and financial communities.

Dr. Thompson, who was also a PharmaVOICE 100 honoree last year, was instrumental in several startup companies before joining Oncolytics in 1999 after almost 20 years in the biotechnology sector.

Having lost his mother and uncle to cancer, and after battling skin cancer himself, Brad Thompson, Ph.D., Chairman, President, and CEO of Oncolytics Biotech Inc., is personally motivated to work on behalf of cancer patients worldwide.

 To access a FREE Podcast for thought-leader perspective go to pharmavoice.com/podcasts.



PERSONAL DATA
Born in 1956 in Edmonton, Alberta, Canada

EDUCATION
Ph.D. from the University of Western Ontario in the Department of Microbiology and Immunology

WHAT INSPIRES HIM
Refusal to accept anything other than success, perseverance

HOBBIES
Any activity in the Rocky Mountains, reading

TOUGHEST TASK
Talking with the families of patients who are about to die of cancer



Your Brand May Look Like It's Sailing Along.

But Could Your Sales Be Heading for a Major Fall?

NEW Sales Performance Optimization™ Reveals the Unseen Risks for Your Brand—and the Actions to Keep It Safe (Even When Competitors Try to Make Waves).



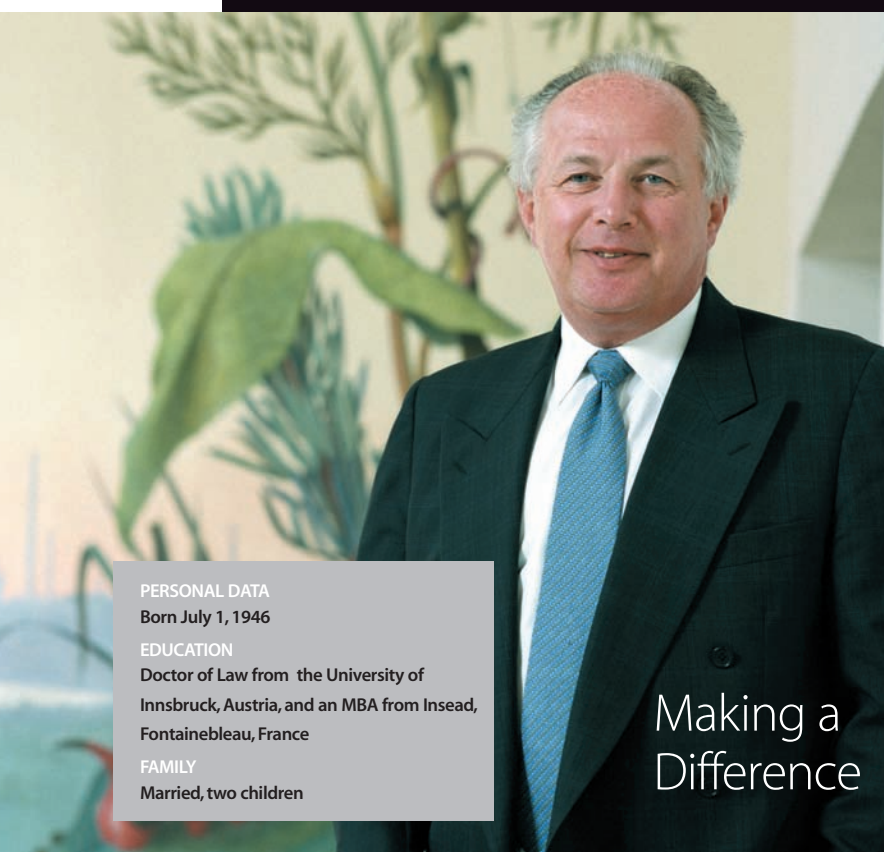
Your prescription data may tell you your brand's sales are safe. But are they? In most major classes, up to 50% of high prescribers are ready to switch to a competitor. If you're only looking at Rx information, you'll never see that fall coming—or know how to avoid it.

That's why TNS Healthcare's NEW Sales Performance Optimization (SPO) shows you not only how much doctors write your brand but how committed they are to it. Then, it tells you how to create the ideal sales experience to drive doctors' Commitment, reduce risk and build share. SPO looks at every facet of your physician relationships—from rep interactions to patient communications to practice support to company and brand attributes. You know where to focus your sales efforts—and what you'll gain in return.

Why is Commitment important? Committed physicians deliver more than double the patient share. Resist competitive efforts. And have lower price sensitivity. They're far more productive today—and tomorrow. When your high prescribers are also committed prescribers, you take the risk out of your future. And that means smooth sailing for a long time to come.

Make sure you see the perils ahead—and know how to navigate safely around them.

To find out how SPO can optimize your sales effectiveness, contact Jeff Zornitsky at 508-358-2458 or Jeffrey.Zornitsky@tns-global.com.



PERSONAL DATA

Born July 1, 1946

EDUCATION

Doctor of Law from the University of Innsbruck, Austria, and an MBA from Insead, Fontainebleau, France

FAMILY

Married, two children

Making a Difference

Dr. Franz B. HUMER

COMMITTED TO ENSURING ROCHE IS A HEALTHCARE PIONEER THAT DEVELOPS MEDICALLY DIFFERENTIATED PRODUCTS. Dr. Franz Humer, chairman and CEO, has placed the company on the cutting edge of innovation.

He has transformed a once-diversified business with four divisions into a dynamic healthcare company focused on pharmaceuticals and diagnostics. With a vision to develop biomarkers capable of better targeting drugs in the pipeline to patients most likely to benefit from them, and a commitment to innovative diagnostics to identify disease risk as early and accurately as possible, Dr. Humer has placed Roche in a strong position to lead in the emerging field of personalized healthcare. Leading the company to greater strengths, he has helped boost the Roche's profits and its portfolio. The company has become a leader in the field of oncology, with five cancer medicines on the market that extend survival times for people with the disease.

An experienced pharmaceutical business leader, Dr. Humer has been with Roche for more than 10 years, first as head of the pharmaceuticals division, then moving to chief operating officer in 1996, and rising to become CEO in 1998 and chairman in 2001.

But Dr. Humer is not only concerned about Roche's business achievements, he also believes in social responsibility. When a potential flu pandemic posed a threat, he ensured that Roche massively scaled up its production of Tamiflu, even though this might have meant financial risk for the company, and provided the World Health Organization with emergency supplies of the drug.

And he is equally concerned about the health of those in the developing world, ensuring that the company continues to conduct research into HIV/AIDS, supplying medicines at cost, and not enforcing patent rights in the poorest nations.

Transparency also is key for Dr. Humer, and he has set high standards on the disclosure of results from clinical trials, requiring the company to make known negative as well as positive results from late-stage trials.

Dr. Franz B. Humer, Chairman and CEO of The Roche Group, has placed the multinational company on the cutting edge of innovation.

Advancing the Cause of Marketing Research

OVER THE PAST 20 YEARS, HOWARD ZIMENT HAS MADE A SIGNIFICANT CONTRIBUTION TOWARD INNOVATION AND THE OVERALL PROGRESSION OF HEALTHCARE MARKETING RESEARCH.

Joining the Ziment Group in 1987, Howard Ziment has extensive experience in marketing and marketing research, including direction of, or active participation in, more than 1,000 custom research projects in his career.

Under Mr. Ziment's direction, the Ziment Group has gone from a four-person company in 1987 to its current position as one of the top five healthcare marketing research brands in the world.

A recognized industry leader, Mr. Ziment is a sought-after speaker at healthcare and research conferences, including: the Pharmaceutical Business Intelligence and Research Group, the Pharmaceutical Marketing Research Group, the European Pharmaceutical Marketing Research Association, the American Marketing Association, the Council of American Survey Research Organizations, the Center for Business Intelligence, e-Healthcare, the BioMedical Marketers Association, and the Advertising Research Foundation. Yet despite his busy itinerary he remains accessible and provides guidance and encouragement to employees.

One of the founders and a past president of the Interactive Marketing Research Organization, Mr. Ziment in 2003 was awarded the Pharmaceutical Marketing Research Group's lifetime achievement award — The R.R. Fordyce Award — in recognition of contributions that are distinguished by excellence, innovation, and integrity.

Despite his busy schedule Howard Ziment, CEO of the Ziment Group, remains accessible and provides real one-on-one face time to his employees.



Howard ZIMENT

PERSONAL DATA

Born Sept. 7, 1963 in Minneapolis

EDUCATION

B.S. in marketing from Georgetown University

FIRST JOB

Saatchi and Saatchi Compton Advertising

HOBBIES

Playing with his daughters, golf, and poker.

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Success Without Excess

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sonata[®]
(ZALEPLON)[®]
CAPSULES

Just Enough!

Dr. David TIERNEY



A Winning Combination

PERSONAL DATA
Born on April 26, 1963, in Dublin, Ireland

EDUCATION
M.D. from the Royal College of Surgeons, Dublin, Ireland

HOW HE INSPIRES OTHERS
Empowering individuals to succeed while encouraging employees to have fun

WHAT INSPIRES HIM
Integrity, loyalty, and the ability to think outside the box

CAREER HIGHLIGHT
Successfully completing the Valera Pharmaceuticals' IPO

HOBBIES
Golf, tennis, and music

THE EXTENT OF DAVID TIERNEY, M.D.'S, ACHIEVEMENTS CAN BE DEMONSTRATED IN THE GROWTH OF VALERA PHARMACEUTICALS.

a company he joined in 2000. He nurtured it from a thinly staffed research firm into a commercially integrated pharmaceutical company that now employs more than 110 people. A relatively unknown, privately owned entity a couple of years ago, now with Dr. Tierney at the helm, Valera is a public company that has a product and development portfolio of value-added therapeutics targeting diseases that range from advanced prostate cancer to central precocious puberty.

Under Dr. Tierney's leadership, Valera gained FDA approval and has commercialized Vantas, a product that uses the company's Hydron implant technology, which provides for a continuous 12-month administration of medication for the palliative treatment of advanced prostate cancer. During its first full year on the market in 2005, sales of Vantas were almost \$30 million in the

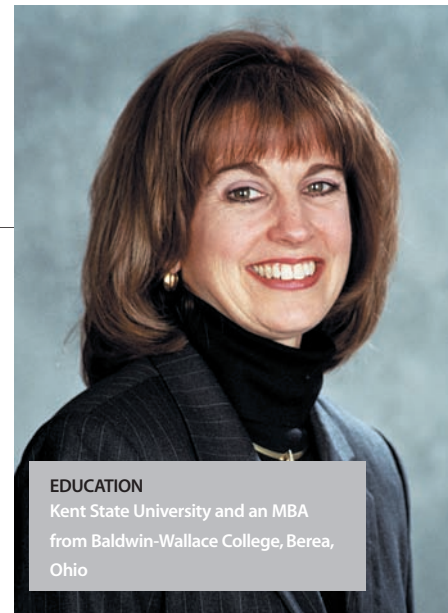
United States, and Dr. Tierney is now leading a strategy to launch the product across Europe.

While faced with the many challenges that are typical for a young company, he never missed a beat, acquiring Valstar, the only product for treating a certain type of bladder cancer, which had been off the market and on the FDA's drug shortage list for several years. Valstar was approved by the FDA in 1998, however the innovator company has since exited the industry and Valstar had become unavailable. From a commercial point of view, the acquisition of rights to the product reflects Dr. Tierney's ability as a strategic thinker because the product fits well with Vantas and should provide strong product synergies. Moreover, from a patient's point of view, his ability to identify the need for the product and his aggressive desire to get this product back on the market as soon as possible could provide the hope of a life-saving therapy for thousands of people who currently have no other approved treatment option.

Dr. Tierney's business skills and patient-centric approach will be an asset to the company as it prepares to file an NDA for Supprelin, a once-per-year implant for treating central precocious puberty.

Focused on advancing drug delivery in the urology and endocrinology markets, Dr. Tierney successfully brought Valera public in February 2006, despite difficult capital market conditions. A 2005 PharmaVOICE 100 honoree, Dr. Tierney's influence within the healthcare industry has been broad in scope, positively impacting the lives of numerous patients who are or will be the beneficiaries of his drug-development skills.

David Tierney, M.D., President and CEO of Valera Pharmaceuticals, has made his influence known within the healthcare industry, positively impacting the lives of numerous patients.



EDUCATION
Kent State University and an MBA from Baldwin-Wallace College, Berea, Ohio

Nancy WYSENSKI

Ethics, Creativity, and Balance Lead the Way

TRIUMPH AND TENACITY SUM UP NANCY WYSENSKI'S CAREER PATH. Her capacity to embrace change in ways that create opportunities, a true willingness to mentor others, and a strong passion for learning and fostering growth have made Ms. Wysenski an insightful and inspirational leader.

Applying her vast knowledge and pharmaceutical expertise, Ms. Wysenski, as president, has built a high-energy culture at EMD Pharmaceuticals, one that thrives on creativity, innovation, and ethics.

Described by her colleagues as bright, well-spoken, genuine, inspirational, and warm, Ms. Wysenski is deeply cognizant of the importance of balancing career and family, and so she concentrates on ensuring EMD's success while she is at work and dedicates herself to her family when she is at home.

A founding member of EMD, she helped design and build an organization that gives its German parent company, Merck KGaA, a U.S. commercial presence, an R&D hub, and clinical-development expertise. At the same time, with her focus on work-life balance, EMD remains an informal workplace with all the benefits big pharma has to offer.

Her extensive responsibilities span managing the U.S. pharmaceutical business of Merck KGaA, managing the company's pharmaceutical product portfolio, and being on the company's Ethical Pharmaceutical Executive Management Committee.

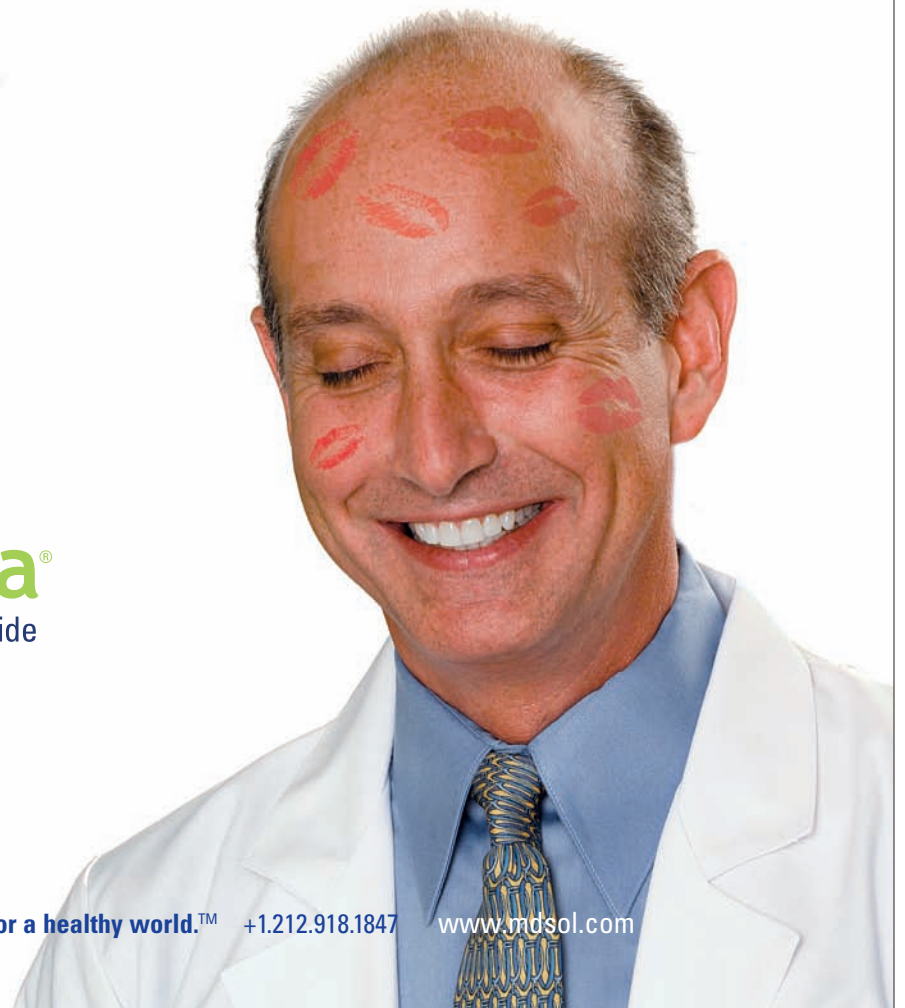
In addition to 25 years of healthcare experience, Ms. Wysenski has more than a decade of experience working in start-up organizations, including NetGenics, where she was senior VP of operations, and being one of the 12 original employees hired to design and build Astra Merck.

Motivated by a dream to ensure a strong, vibrant future for EMD and its employees, Ms. Wysenski has been an innovator at every step along the way, earning numerous awards, improving customer satisfaction ratings, increasing sales, and meeting every challenge.

Nancy Wysenski, President of EMD Pharmaceuticals, has applied her vast knowledge and pharmaceutical expertise to create a high-energy yet informal culture at EMD Pharmaceuticals.

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Leslie WILLIAMS

Leading by Example

To quote Ralph Waldo Emerson, "Our chief want in life is somebody who will make us do what we can." Leslie Williams takes these words to heart as she inspires others by believing in them, encouraging them, and helping them to grow.

A boundless energy, a passion for learning, and an astute business brain have guided Ms. Williams to her leadership position as president and CEO of Ventaira Pharmaceuticals.

Her frank attitude and level-headed leadership skills have helped Ventaira overcome a rocky period to become a successful emerging specialty pharma company with a unique inhalation-device platform technology. Before taking the helm at Ventaira,

Ms. Williams spearheaded a

significant reorganization and culture change.

While it involved some very tough and painful decisions, her initiatives ultimately ensured the company remained solvent.

A CEO with enormous industry knowledge, Ms. Williams is at once a driven leader with strong ideas and, at the same time, a real team player who always listens to and considers the ideas presented by others. She believes in setting clear goals, communicating openly and honestly, and being willing to change course when needed.

A nurse by training, Ms. Williams carries with her an abiding concern for the welfare of patients and has made it her mission to improve the lives of those suffering from diseases such as asthma, diabetes, and chronic pain by working to develop new therapies.

With her hands-on approach to leading, Ms. Williams thrives as CEO of a small company, where senior executives are required to multitask.

A star in the industry, Ms. Williams believes firmly in life balance and, despite her busy schedule, enjoys a full family life, reading, music, and running.

Moreover, she takes time to be a mentor to those she leads, seeing it as an opportunity to give back to those who helped guide her.

Leslie Williams, President and CEO of Ventaira Pharmaceuticals, is at once a driven leader with strong ideas and, at the same time, a real team player who always listens to and considers the ideas presented by others.

EDUCATION

B.S. in nursing from the University of Iowa; part-time matriculate in chemistry/physics from Virginia Commonwealth University; and an MBA from Washington University

HOW SHE INSPIRES OTHERS

Lead by example, genuinely impart enthusiasm, and acknowledge the achievements and contributions of the individual without fragmenting the team

ON HER READING LIST

Infinite in all Directions by Freeman Dyson; Warped Passages by Lisa Randall; The Elegant Universe by Brian Greene; Why we Run by Bernd Heinrich; The Alchemist by Paulo Coelho; A Severe Mercy by Sheldon Vanauken; Good to Great by Jim Collins; and Innovators Dilemma by Clayton Christensen

HOBBIES

Running, skiing, scuba diving, reading, music

TOUGHEST TASK

Reorganizing the company



The Right Mix of Chemistry

PERSONAL DATA

Born Nov. 3, 1964, at Andrews Air Force Base, Md.

EDUCATION

B.A. in economics from Denison University and an MBA in health administration from the University of Miami

FIRST JOB

Air Force 2nd Lieutenant

HOBBIES

Running, bicycle riding, lifting weights, reading, writing, following the Miami Hurricanes

ON HIS READING LIST

Blink: The Power of Thinking Without Thinking by Malcolm Gladwell

SINCE TAKING THE REINS OF VIOQUEST PHARMACEUTICALS IN 2005, DANIEL GREENLEAF, PRESIDENT AND CEO, HAS ENACTED SEVERAL KEY CHANGES TO DEVELOP THE COMPANY'S PORTFOLIO AND ITS LONG-TERM VALUE.

Drawing on his extensive background in the biotechnology and pharmaceutical industries, Mr. Greenleaf quickly determined that the company needed to complement its chiral chemistry products with a therapeutic development strategy. That led to a merger agreement with Greenwich Therapeutics, a company focused on novel compounds with broad therapeutic applications in oncology.

Mr. Greenleaf's leadership has given the company a solid oncology pipeline. But equally important, he demonstrated that it's possible to achieve goals when one is willing to go the extra mile.



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Daniel GREENLEAF

A successful company requires leaders who have vision and a keen sense of where they plan to take the organization. A challenge that all leaders face, Mr. Greenleaf says, is getting the right people in the right jobs. In hiring leaders to accelerate the company's success, he has sought people who embody important character traits. These include dedication, commitment, honesty, entrepreneurship, kindness, passion, fun, integrity, creativity, problem solving, and delivering results consistently.

It is people who drive the company engine, and Mr. Greenleaf works to ensure that he treats his staff fairly. He is someone who values the time he spends with his family, and cares about the lives of the people he leads even beyond the workplace.

Daniel Greenleaf, President and CEO of VioQuest Pharmaceuticals, believes that good leaders must be honest, have the ability to recognize and laugh at their own shortcomings, be willing to face the music, and always support the team.

Dr. Thomas OKARMA

Championing a Cause

THE EMBRYONIC STEM-CELL DEBATE MAY CONTINUE TO RAGE, but Geron's president and CEO, Thomas B. Okarma, Ph.D., M.D., remains as committed as ever to the field with the goal of finding innovative cures for deadly and debilitating diseases and disorders.

A firm believer in the promise of human embryonic stem-cell-based therapy in key areas of unmet need, he has helped Geron to lead the way in the hunt for therapies for spinal-cord injury and other degenerative diseases.

At the same time, Geron is focused on developing therapeutic products for the treatment of cancer based on the company's expertise with the enzyme telomerase.

To lift the profile of the biopharmaceutical company, which has research programs in two of the hottest fields in the sector — human embryonic stem cells and cancer —

Dr. Okarma combines the passion for research and healthcare of a scientist and doctor with a businessman's savvy for running a public company.

For example, he negotiated a partnership with Merck for the development of a cancer vaccine, which infused \$2.5 million in cash plus \$18 million in equity investment into the company.

In the stem-cell space, Dr. Okarma's leadership has enabled the company to remain self-sufficient while congressional debates have held up state funding in California.

Dr. Okarma is not afraid to speak his mind, testifying in Congress on the scientific benefits of stem-cell research. But despite the issues surrounding stem-cell research, it's another challenge that most concerns Dr. Okarma: delivering novel, high-value therapeutic products at reimbursable costs.

Dr. Okarma inspires others by first having a thorough understanding of the issue, its context, its history, and significance and then communicating it to others in a way that encourages them to act.

Photo: Okarma, Thomas.jpg on server

Under the leadership of Thomas B. Okarma, Ph.D., M.D., President, CEO, and Director of Geron Corp., the company's focus on human embryonic stem-cell research has gone undeterred despite the vast bureaucracy that has held up state funding in California, allowing the company to remain self-sufficient.



PERSONAL DATA

Born Jan. 22, 1946, in Warwick, N.Y.

EDUCATION

A.B. from Dartmouth, 1968; Ph.D. from Stanford, 1971; M.D. from Stanford, 1974; and an Executive MBA from Stanford, 1996

FAMILY

Wife of 35 years; Daughter, Simone; Son, Geoffrey

HOBBIES

Snow and water skiing, scuba diving, fishing

BIGGEST INDUSTRY CHALLENGE

Delivering novel, high-value therapeutic products at reimbursable costs



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Michael J. HENNESSY

Creating a World Wide Web of Information

BEFORE THE INTERNET TOOK OFF TO BECOME THE GLOBAL PHENOMENON IT IS TODAY, Michael Hennessy recognized its immense potential for collecting, storing, and sharing information, potential that could one day lead to a revolution in healthcare.

Once the floodgates were opened, Mr. Hennessy realized that technological advances would raise the bar ever higher in the pursuit to store more data, transmit it faster, and make use of the full multimedia spectrum to educate and inform healthcare professionals and facilitate higher-quality care, as well as to open more dialogue on public-policy issues.

Unless a resource became available that could be developed that could help guide them to the information they needed, Mr. Hennessy understood that the torrent of information would potentially overwhelm busy practitioners.

Transforming this understanding into *MD Net Guide*, Mr. Hennessy's first publication was devoted solely to exploring the possibilities of the Internet for physicians and other healthcare professionals. After seven years, *MD Net Guide* continues to evolve, offering a depth and breadth of medical technology coverage. Having grown to include a complete family of specialty publications, a Website, an electronic newsletter, and most recently, an entirely digital version

EDUCATION
B.S. in political science from Rider University

HOBBIES
Politics, fishing, and baseball

TOUGHEST TASK
Being a business owner

ON HIS READING LIST
Abraham Lincoln by Doris Kearns Goodwin;
The New Competitor Intelligence by Leonard Fuld; and The Sir Winston Method by James Humes

of *MD Net Guide*, Intellisphere now offers practitioners easy access to guidances to the newest Websites, the most up-to-date clinical guidelines, the most fully immersive online continuing educational programs, and other sophisticated tools and portals.

Before the Internet took off, Michael J. Hennessy, Chairman and CEO of Intellisphere LLC, recognized its immense potential for collecting, storing, and sharing information.

PERSONAL DATA
Born March 2, 1948, in Clinton, Iowa

EDUCATION
B.S. and M.S. in aeronautical engineering from the U.S. Naval Academy and an MBA from the University of Pittsburgh

Kevin SHARER

Leader of the Pack

CREDITED FOR HIS TOUGH BUSINESS SKILLS, Kevin Sharer, CEO, chairman, president, and director, has taken Amgen to greater heights since taking the helm in 2000. Ranked among the leading life-sciences companies in various business indices, Amgen is consistently regarded as one of the top biotech companies.

A former naval officer, Mr. Sharer has undertaken an aggressive expansion of the company. In January, Amgen announced plans for a major investment in new manufacturing and R&D operations in the United States and Europe and an expansion of its commercial operations into new markets. He also has increased the company's pipeline with some strategic acquisitions, such as Innovex. In addition, he is substantially bolstering the staff, and over the years has recruited leading scientists from top-tier pharmaceutical companies.

Widely applauded for his business acumen, Mr. Sharer was named *IndustryWeek's* 2004 "CEO of the Year" and has been credited for the company's prowess as an employer and a research institution.

Mr. Sharer has brought to Amgen a wealth of experience, including serving as president of the Business Markets Division of MCI Communications, a variety of executive positions at General Electric, and as a consultant for McKinsey & Co. Mr. Sharer serves on the board of directors of Northrop Grumman Corp., 3M, and the U.S. Naval Academy Foundation. He is chairman of the board of trustees of the Los Angeles County Museum of Natural History and is a member of the Business Council.

Kevin Sharer, CEO, Chairman, President, and Director of Amgen Inc., has vastly enhanced the company's R&D and manufacturing capabilities.

EDUCATION
B.A. in biology from Central Connecticut State University and an MBA from Adelphi University; Advanced Management Program, Harvard University



Carol AMMON

Taking the Pain out of Leadership

ACCLAIMED FOR HER ACHIEVEMENTS AS HEAD OF THE PHARMACEUTICAL COMPANY SHE FOUNDED, Carol Ammon is driven by a passion to improve peoples' lives through better pain management. It's that passion that inspired Ms. Ammon and two other colleagues from DuPont Merck, Ms. Ammon's former employer, to establish Endo by acquiring the products of Endo Laboratories, a DuPont Merck entity with a history that dates back to 1920.

Ms. Ammon also has a personal connection to the goal of improving health, having lost both her parents to cancer. Her response has been to find ways to improve the lives of others. She lends her time and insights to Christiana Care, a nonprofit healthcare provider, as a trustee and made a personal contribution to the organization's Intensity Modulated Radiation Therapy suite at the Helen F. Graham Cancer Center as a tribute to her parents.

With a belief in teamwork as the way to move a company forward and a focus on ensuring she remains true to key values, such as integrity, honesty, and fairness, Ms. Ammon has helped Endo to become a leader in

pain management. With Ms. Ammon at the helm, Endo received the Eastern Technology Council's (ETC) Company of the Year award in 2003. A year later, Ms. Ammon was named CEO of the Year by the ETC, and in 2005 she was granted the Paradigm Award, the Philadelphia region's most prestigious award for businesswomen.

Ms. Ammon is committed to community, maintaining that it is her responsibility to give back to society. She does this through her involvement with Christiana Care and through involvement in and donations to projects aimed at improving health and education.

While Ms. Ammon retired last year as CEO of Endo, she remains actively involved with the company as its chairman.

Carol Ammon, Founder and CEO of Endo Pharmaceuticals, has built a successful pain management company through a commitment to teamwork and through a desire to improve people's lives.



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Michael PLATT

R-E-S-P-E-C-T

CONDUCTING EXPERIMENTS IN CELL BIOLOGY, EVALUATING POTENTIAL CHROMOSOME DAMAGE OR MUTAGENESIS OF MAGNETIC FIELDS, and working with cobalt and plutonium as controls during his senior internship at the Hanford Nuclear Site under the U.S. Department of Energy were both exciting and enlightening for Michael Platt, who credits the experience with setting the pace for his life.

The fusion of intellectual resources and hard work led Mr. Platt to where he is today: CEO and managing director of Fission Communications. Five years ago, at the behest of Regan Campbell Ward, he was charged with creating a new medical-education company, one focused on strategy and content. Fission has evolved from “two guys in a cube” — Mr. Platt and Mario Nacinovich Jr. — to a global, service-based medical-education and communications company.

Mr. Platt inspires his employees and colleagues with his dedication to the company and his honesty and integrity with regard to client interactions.

Described by some as a gracious Southern gentleman, Mr. Platt is a creative and compassionate leader who cares about the people who work for him and puts their needs first. He is focused on quality and at the same time seeks the best for his employees, the company, and the industry at large.

Fission’s mission is built on a platform of respect, which Mr. Platt believes is key to any company’s success, since it demonstrates to clients the company’s authenticity, helps to build strong relationships, and ensures everyone is committed to a common goal. Mr. Platt instills these qualities in those around him by teaching his employees and colleagues to do their best work, by being committed and dedicated to each task, and by treating each client’s brands with absolute respect.

Michael Platt, CEO and Managing Director of Fission Communications, believes respect demonstrates authenticity to clients, helps to build strong relationships within the company, and ensures everyone is committed to a common goal.



PERSONAL DATA

Born June 10, 1970, in Dallas

EDUCATION

B.S. in biology from Colorado Christian University and an M.S. in biology from Hofstra University

FIRST JOB

Internship at the Hanford Nuclear Site with the U.S. Dept. of Energy in Richland, Wash.

CAREER HIGHLIGHT

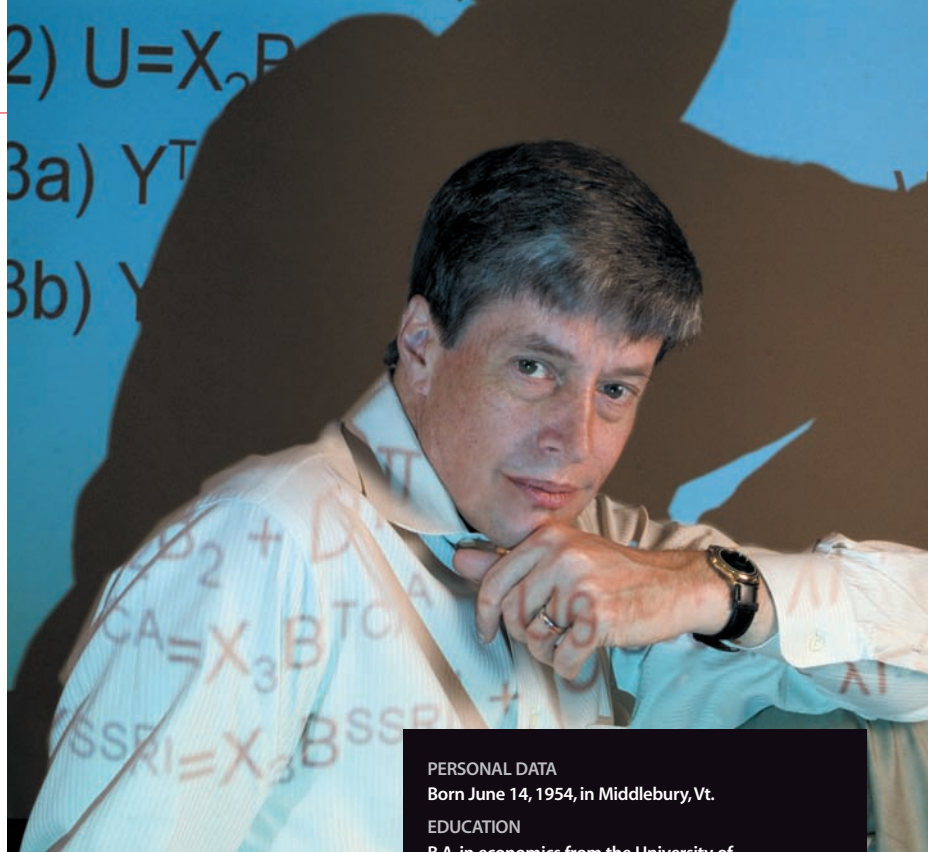
Starting Fission Communications

HOBBIES

Writing poetry, reading, traveling, fishing

ON HIS READING LIST

The Science Book: 250 Milestones in the History of Science edited by Peter Tallack; The Mapmakers by John Noble Wilford; What Clients Love by Harry Beckwith; and My Utmost for His Highest by Oswald Chambers



Statistical Structure

FEW PEOPLE WOULD THINK TO USE STATISTICAL METHODOLOGIES DRAWN FROM LABOR ECONOMICS TO EVALUATE THE COST-EFFECTIVENESS OF DIFFERENT TREATMENTS. But it’s just this

type of visionary thinking that has peers and colleagues of William Crown, Ph.D., proclaiming him as an innovator in the field.

Early in his career, Dr. Crown developed a significant reputation for his research into the economic aspects of the aging population, including the migration and economic status of the elderly, the affordability of an aging population, and long-term care policy. This work led to him being recruited as a consultant to Medstat to evaluate program expansions for the elderly and disabled under President Clinton’s healthcare reforms. During that time, Dr. Crown recognized that the sample selection problem in drug treatment was the same statistical problem that labor economists had tackled 20 years before. In fact, it turned out that statistical methods developed in economics, known as econometrics, provided new and innovative ways to evaluate the effects of drug treatments with real-world data. Before too long, Dr. Crown had been named head of outcomes research at Medstat, tripling the size of the group within five years while conducting about 50 studies on mental health and respiratory conditions using econometric methods.

It was at Ingenix, where Dr. Crown, as president of the i3 Innovus business unit, recognized that it was possible to link patient-reported outcomes and rich clinical data to the healthcare claims of patients. These databases, linked with the econometric sophistication of i3 researchers, have propelled i3 into a health economics and outcomes research powerhouse on a global scale.

The marriage of econometrics methodologies with the Ingenix databases enabled the broadening of data collection past de-identified claims to include patient-reported outcomes. With appropriate safeguards and procedures, patients can be followed longitudinally to observe all of their healthcare use and adverse events in real-world treatment settings, as opposed to the carefully controlled settings of clinical trials.

William H. Crown, Ph.D., President of i3 Innovus, is transforming the way pharmaceutical outcomes research is being conducted.

PERSONAL DATA

Born June 14, 1954, in Middlebury, Vt.

EDUCATION

B.A. in economics from the University of Vermont; M.A. in economics from Boston University; and a Ph.D. in regional economic modeling from MIT

HOBBIES

Trail running, painting, and reading

ON HIS READING LIST

Snow by Orhan Pamuk, Blindness by Jose Saramago, and Kafka on the Shore by Haruki Murakami

BIGGEST INDUSTRY CHALLENGE

The shift toward personalized medicine

Dr. William **CROWN**

NICHOLAS



COLUCCI

Communicating
on a
Higher Level

RESPECT, HONESTY, AND INTEGRITY ARE INTEGRAL TO THE WAY NICK COLUCCI OPERATES. Motivated

by the goal of learning how to effectively communicate with consumers of healthcare so that the industry can establish a position of respect and trust, Mr. Colucci fosters open discussion aimed at enhancing understanding and does not tolerate attempts to self-promote by harming or blaming others.

With an ability to recognize and nurture strength in others, Mr. Colucci seeks to promote from within, encourages his staff to excel, and provides them with the tools needed to overcome obstacles.

His strong communication skills are well recognized, as is his commitment to the industry at large. He serves on the boards of numerous organizations, including the Coalition for Healthcare Communications and the Medical Advertising Agency Committee of the American Association of Advertising Agencies and is a member of the Pharmaceutical Research and Manufacturers of America and the Healthcare Businesswomen's Association.

In his position as president and chief operating officer at Publicis Healthcare Communications Group, as well as through collaborations with industry bodies, Mr. Colucci is committed to helping legislators and the media better understand pharmaceutical products, companies, and their communications.

A dedicated professional and family man, Mr. Colucci says one of the

most difficult tasks is prioritizing and balancing what's most important, personally and professionally.

Nicholas Colucci, President and Chief Operating Officer of Publicis Healthcare Communications Group, encourages his staff to excel and provides them with the tools needed to overcome obstacles.

Dr. George **SCANGOS**

Charting an
Ambitious Path

OVER THE PAST SEVERAL YEARS, PEERS OF GEORGE SCANGOS, PH.D., HAVE COME TO REGARD HIM AS ONE OF THE BEST DEAL MAKERS IN BIOTECH. The visionary leader of the

drug-discovery and development company Exelixis is more than happy to share his innovative approach with others in the industry. Dr. Scangos is a regular speaker at BIO panels and conferences and hosts executive seminars on different biotech-related subjects. With a prowess for collaborations, Dr. Scangos has inked partnerships with GlaxoSmithKline, Bristol-Myers Squibb, Wyeth, Genentech, and Sankyo.

Taking a think-big approach to developing a successful business model, Dr. Scangos has set the company on an ambitious path toward its goal of making a positive impact on the lives of patients with cancer. This vision led him to develop a first-class R&D program at Exelixis, which already has had great success. The company currently has eight compounds in clinical development that target pathways that play critical roles in cancer and diabetic nephropathy, as well as additional compounds in preclinical development targeting pathways involved in cancer and metabolic diseases.

Dr. Scangos began his career on the faculty of the Johns Hopkins University, where he now holds an appointment as adjunct professor of biology, and he spent 10 years at Bayer in a variety of positions, including senior VP of research and development in the pharmaceutical division and as president of Bayer Biotechnology.

George Scangos, Ph.D., President and CEO of Exelixis Inc., takes a think-big approach to leading a first-class R&D program as well as the company, which is forming key collaborations.

EDUCATION

B.A. from Cornell University; Ph.D. in microbiology from the University of Massachusetts; a Jane Coffin Childs Postdoctoral Fellow in the laboratory of Frank Ruddle from Yale University

PERSONAL DATA

Born May 23, 1959, in Jamestown, N.Y.

EDUCATION

B.S. in neuroscience/biochemistry from the University of Rochester and an MBA from Loyola College of Maryland

FIRST JOBS

Loading boxes for UPS; his first industry job was as a sales representative for Roche Laboratories

BIGGEST INDUSTRY CHALLENGE

Effectively communicating with consumers of healthcare so that the industry can establish a position of respect and trust

Dr. Alison **TAUNTON-RIGBY**

Crowning Achievements

FROM ROYAL RECOGNITION TO ACKNOWLEDGEMENT FROM HER PEERS AND THE SCIENTIFIC COMMUNITY AT LARGE.

Alison Taunton-Rigby, Ph.D., CEO of RiboNovix, has been honored for her contributions to the biotech industry. Dr. Taunton-Rigby cofounded the company in 2003 with the mission to discover and develop new anti-infectives.

Her leadership in the biotech field was recognized by Queen Elizabeth II in 2002 when Dr. Taunton-Rigby was made an Officer of the Order of the British Empire (OBE). A year earlier, Dr. Taunton-Rigby received the Presidential Medal from Worcester Polytechnic Institute.

As a senior executive in the healthcare industry for more than 25 years, Dr. Taunton-Rigby's leadership experience is vast; she has been at the helm of several biotech companies, including Aquila Biopharmaceuticals, Cambridge Biotech, and Mitotix. In addition, she has held leadership positions at Genzyme, Arthur D. Little, Biogen, Vivotech, Collaborative Research, and ADL.

EDUCATION

Bachelor's and doctoral degrees in chemistry from the University of Bristol, England and the Advanced Management Program, Harvard School of Business, Cambridge

As an active member of the life-sciences industry, Dr. Taunton-Rigby has testified before Congress on several important issues, including drug pricing, drug regulation, bioethics, and human cloning.

Dr. Taunton-Rigby is a director of Abt Associates, Hybridon, Recovery Pharmaceuticals, the Massachusetts Biotechnology Council, the Massachusetts Women's Forum, and the RiverSource Funds (formerly American Express).

She also devotes her time to a number of other important health and ethical organizations, including as a trustee of The Children's Hospital in Boston, a member of the board of associates of the Whitehead Institute for Biomedical Research, and serving as a board member of Bentley College Center for Business Ethics.

Alison Taunton-Rigby, Ph.D., O.B.E., CEO of RiboNovix Inc., has been widely recognized for her entrepreneurial contributions to the biotech industry.

GEOFF MACKAY

Successfully Healing Business Wounds

BALANCING REALISM ABOUT THE INDUSTRY AND THE AREA OF TISSUE REGENERATION WITH A VISIONARY APPROACH TO BUSINESS.

Geoff MacKay has transformed Organogenesis into a leader in its field. Drawing on his significant global commercial experience spanning the pharmaceutical and biotech sectors, Mr. MacKay has helped the company build its R&D, manufacturing, and commercial capabilities. Organo-

genesis' lead product, Apligraf — the only tissue regeneration product approved by the FDA to treat both venous leg ulcers and diabetic foot ulcers — has achieved significant success in the U.S. market, treating more than 120,000 patients. Moreover, the company launched a national sales and marketing team in 2004, which it expanded in 2005 and again at the beginning of 2006. Today, more than two-thirds of all patients worldwide who have received living cell therapies are Organogenesis patients.

Not only is Mr. MacKay an astute businessman, but he also has deep insight into Organogenesis' highly specialized field, having spent more than 10 years working in the emerging field of tissue regeneration. Before joining Organogenesis, Mr. MacKay held numerous leadership positions within Novartis, including VP and business unit head of transplantation and immunology at Novartis Canada, VP of tissue-engineering at Novartis USA, head of global sales immunology and transplantation, based in Basel, Switzerland, and sales and marketing manager of Novartis Biotech Europe.

He takes great pride in what he and his colleagues at Organogenesis have achieved in bringing tissue regeneration into the mainstream. Peers say the success of Organogenesis can be attributed to Mr. MacKay's leadership.

Geoff MacKay, President and CEO of Organogenesis, has taken the company from bankruptcy to being an established leader in the field of tissue regeneration.

EDUCATION

Certificate in marketing management from McGill University, Montreal, Canada; a B.S. in psychology from McGill University; Diplome D'etudes Collegiales in Commerce from John Abbott College, Ste Anne de Bellevue, Quebec, Canada; and a B.A. from McGill University, Montreal, Canada