

# The Commanders Chiefs

#### "LEADERS ARE MADE, THEY ARE NOT BORN. THEY ARE MADE BY HARD EFFORT, WHICH IS THE PRICE ALL OF US MUST PAY TO ACHIEVE ANY GOAL THAT IS WORTHWHILE."

This quote from the great NFL coach Vince Lombardi sums up the collective excellence of this group of company leaders, who are taking their organizations to the next level through their hard work, dedication, and attention to inspiring and motivating those around them to reach their own level of leadership.

#### **BREAKING RANK WITH OLD MODELS**

Great teams are the architects of success, but it's the skill of their leader that allows them to realize their potential. Peter Strumph enables his team at Nile Therapeutics to develop innovative cardiovascular treatments by communicating the vision, nudging a little, and giving his employees the authority and latitude to get the work done.

Mr. Strumph hopes to bring to market the company's lead product candidate, CD-NP, a novel chimeric natriuretic peptide in development for the treatment of acute decompensated heart failure.

He draws on a series of successes in his career as he works to make the goal a reality, having been involved in the development of a lead drug — Ranexa at CVT Therapeutics — and playing a lead role in Biogen's transition from a research-based company to a fully integrated profitable biotechnology company.

He has a clear understanding of what it takes to build a small biotech company and how to adapt to the changing business models.

He describes the day Gilead's market cap

NAME: Peter Strumph

TITLE: CEO

**COMPANY:** Nile Therapeutics Inc.

**EDUCATION:** Bachelor of Applied Science, University of Pennsylvania; MBA, University of Pennsylvania, The Wharton School of Business

DATE AND PLACE OF BIRTH: Nov. 24, 1964; Boston

**ON HIS READING LIST:** The growing stack of unread New Yorkers and Economists on his bedside table. He has also been making slow but steady progress getting through the complete works of Wallace Stegner.

**FAMILY:** Wife, Suzanne; children — Sumner, 9, and Celia, 8

**FIRST JOB:** A summer job working for his father's wholesale florist business

exceeded that of Amgen as the defining moment for biotech. Until then, Amgen had been the Holy Grail for biotech companies. More recently, however, as the number of biotech companies turning a profit has grown, so too have the business models to become successful.

The one-time goal of biotech companies to become fully integrated pharma companies, known as the FIPCO model, has fallen out of favor and as such Mr. Strumph says the industry is having to learn to embrace a new model of specialized and linked enterprises.

In Nile Therapeutic's case, its small size means Mr. Strumph and his team rely on an outsourcing model. Thus it is critical to stay on top of what's going on outside the organization, which takes a great deal of effort.

A disciplined and decisive leader, Mr. Strumph takes time to analyze a situation, appreciating that development of strategies and plans, execution, and coaching people requires thought and attention. Once a decision has been made, however, he never looks back.

This considered, thorough approach was ingrained in him during his four years as an officer in the U.S. Navy. His first boss, Lieutenant Commander Faust, was unforgiving with respect to maintaining the highest standards, while at the same time he was a tireless and effective advocate for the sailors and officers who reported to him.

Mr. Strumph certainly believes in his civilian troops, saying what most inspires and humbles him is the dedication and achievements of the Nile team.

Outside of work, Mr. Strumph likes to step

For Peter Strumph, developing a lead drug and building a company are thrilling and rewarding activities, and he looks forward to achieving both of these goals at Nile Therapeutics.

away from the intense focus required in building a young company and to "putter" — hanging a door, building a picnic table, pouring a little cement, painting a room — even if he and his family sometimes have to hire a professional to sweep up the damage.

**GETTING PERSONAL** Peter Michael Strumph is CEO of Nile Therapeutics Inc. (nilethera.com), San Francisco, a clinical-stage biopharmaceutical company developing innovative products for the treatment of cardiovascular disease. Previously, he worked for CVT Therapeutics, most recently as Senior VP of Operations. Before joining CVT in 1997, Mr. Strumph served as Manager, Operations Planning and Development at Biogen.

**DECISIVE.** 

# PETER STRUMPH



#### PATIENT.

NAME: Donald J.M. Phillips, Pharm.D.

TITLE: Principal and CEO

**COMPANY:** Vox Medica

EDUCATION: B.S., 1970, and Pharm.D., 1973, Philadelphia College of

Pharmacy and Science

PLACE OF BIRTH: Wilkes-Barre, Pa.

**ON HIS READING LIST:** Washington's Crossing, by David Hackett Fischer; Pushing Ice, by Alastair Reynolds; The Isles: A History, by Norman Davies

**NEXT ON HIS LIST TO ACCOMPLISH:** Build a

market-defining company; become a better bagpiper

#### THE MOST SIGNIFICANT INFLUENCE IN HIS CAREER:

Dr. Philip P. Gerbino, President, University of the Sciences in Philadelphia; Mary Lacquaniti, Executive Director, Healthcare Communication & Marketing Association (HCMA); and Sir Winston Churchill

# FOLLOWING THE PIPER TO TRUE BRAND DISTINCTION

From time to time Dr. Donald Phillips may show up at a charity event in a kilt or treat those around him to the skirl of the bagpipes. It's just one way in which this advertising and PR pioneer stands out among his peers.

Dr. Phillips lives for "differentiation and branding," and he passes these passions onto his clients. His insights, thoughtfulness, and questioning have saved many a product manager from cavernous misdirection.

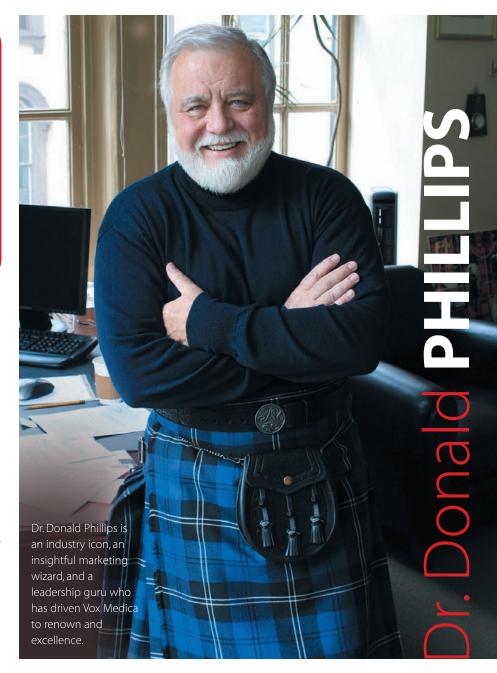
Not only does he acknowledge the importance of change in today's tumultuous healthcare marketplace, he embraces it. Understanding that today's dynamic market requires new insights and tactics, Dr. Phillips believes that the most effective communication strategies transcend traditional approaches. He fosters that belief every day in his role as CEO of Vox Medica, and he encourages his diverse staff to approach every challenge, big or small, with innovation and insight.

His leadership and understanding of the healthcare space have vaulted the company to being recognized as one of the most creative, inspired, and effective firms in the area of healthcare advertising, education, and marketing. The field of medical advertising has long excited Dr. Phillips and he regards moving into it from hospital pharmacy as one of the highlights of his career, along with the thrill of becoming a business owner rather than an employee.

Dr. Phillips is also a highly respected and in-demand thought leader and guest speaker. His vision for the future was instrumental in helping create the new Healthcare Communication & Marketing Association (HCMA), a merger of three leading industry communication associations.

Community commitments are important to Dr. Phillips, and he has given back enormously to his alma mater. In his role as a trustee at the Philadelphia College of Pharmacy and Science, Dr. Phillips was part of the team that transformed this professional college into a university (University of the Sciences in Philadelphia).

With an open door to young professionals seeking guidance, Dr. Phillips provides one-on-one mentorship to a wide range of individuals, such as students at the University of the Sciences in Philadelphia, as well as executives who are members of the HCMA. A people-focused leader, Dr. Phillips is always willing to give people opportunities to learn from



success and failure, and he is balanced, fair, and truthful in all his dealings with others. Managing people and helping them to be their best are, he believes, his toughest tasks as a leader.

Dr. Phillips is also an active civic volunteer and has even been Santa for 20 years at a local charity event in his neighborhood.

A consummate gentleman, a scholar, a devoted family man, and community contributor, as well as a highly regarded and respected guru in his field, Dr. Phillips defines what it is to lead a company and a field.

**GETTING PERSONAL** Donald J.M. Phillips, Pharm.D., is Principal and CEO of Vox Medica Inc. (voxmedica.com), Philadelphia, a healthcare advertising, marketing, and public relations firm. He was previously President of Ted Thomas Associates, a Vox Medica subsidiary, joining the company in 1986 as Senior Account Supervisor. Before that, Dr. Phillips was Assistant Director of Pharmacy Service, Clinical Division at Thomas Jefferson University Hospital, Philadelphia. He began his pharmacy career as an intern at Wilkes-Barre General Hospital.



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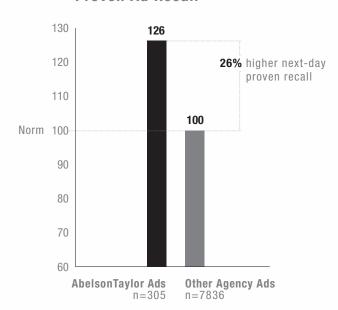
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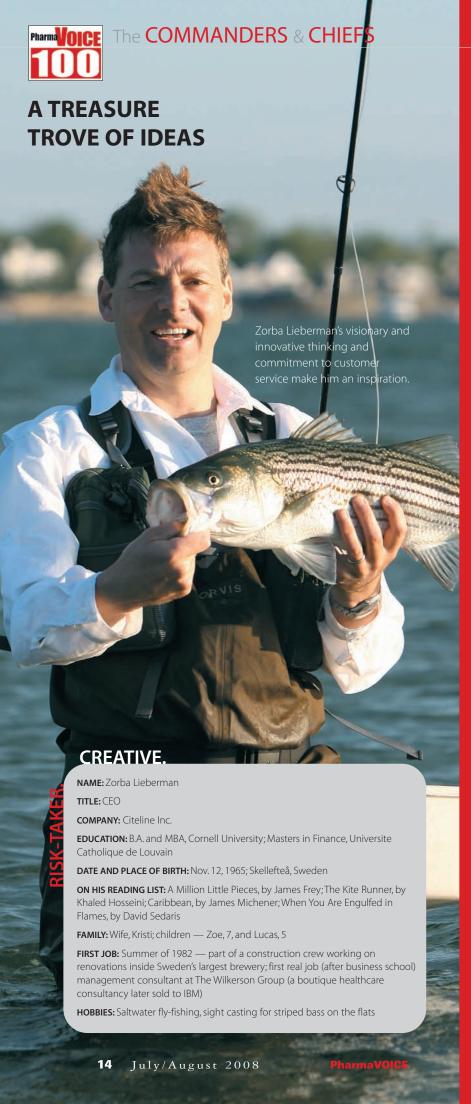












## Zorba LIEBERMAN

There is a rich culture of "yes" at information service provider Citeline, which was created and fostered by Zorba Lieberman.

An innovation junkie, Mr. Lieberman knows what services are needed and has the skill to bring these services to the people who need them. He senses an opportunity to develop and commercialize a novel information service that can change the way pharmaceutical companies run their businesses, and he develops a clear vision. When he communicates that vision, through a combination of intense enthusiasm and pragmatism, people around him feel compelled to participate. They want to be a part of something exciting.

By cultivating an environment that is fast-paced, intense, and rewarding as well as being committed to being the best. Mr. Lieberman has built a thriving business.

In 2002, Citeline was serving just one client in one therapeutic area; today its flagship product is TrialTrove, which tracks worldwide clinical-trial activity for the top pharmaceutical companies. Citeline has maintained a 100% renewal rate for TrialTrove since it brought the product to market six years ago. Mr. Lieberman achieved this by listening to clients and responding to their needs. TrialTrove has changed the way the industry sources, uses, and thinks about clinical-trial related intelligence.

Along the way, Mr. Lieberman and his team have kept on innovating by introducing several new product and service offerings that provide value to customers Creativity is what drives Mr. Lieberman, as he shirks me-too products or ideas. A risk-taker, he maintains anything can be done, refusing to allow barriers to prevent him from going down a path of high potential.

He is constantly on the lookout for the next problem to solve. One of the biggest issues facing the industry is the systemic inability to complete clinical trials on time. This leads to lost revenue, cost overruns, and delays in patients receiving needed therapeutic alternatives.

It's a problem Mr. Lieberman would like to see the industry work harder to address. To do so, he says clinical operations functions in pharmaceutical companies should use a more data-driven approach to the planning and execution of clinical trials. In order for this to become a reality, he says these functions need to be managed more aggressively, with proper incentives for success and accountability for failure.

Equally, though, Mr. Lieberman says information services vendors need to work to develop solutions that do more to streamline drug development and the pharmaceutical business process in general.

One of the benefits of Citeline is the fact that it's virtual. Citeline is a paperles: office and its employees save countless amounts of time and energy by not commuting, which has helped to attract substantial talent to the company. This mode has also kept Citeline at the forefront of environmentally green businesses.

**GETTING PERSONAL** Zorba Lieberman is CEO of Citeline Inc., a provider of global clinical-trial intelligence to the pharmaceutical industry, and an operating division of Informa PIc. Mr. Lieberman formed Citeline upon acquiring the assets of Citizen 1 Software from Caredata.com in December 2000. He joined Caredata as Senior VP and Group General Manager of the eKnowledge Division upon its acquisition of Citizen 1 Software, a Web-search technology company that Mr. Lieberman cofounded and served as President and CEO. Previously, Mr. Lieberman was a Strategic Planner at Genentech. In the early 1990s, Mr. Lieberman was a management consultant with The Wilkerson Group where he advised pharmaceutical, medical device, and diagnostics companies on corporate strategy. Mr. Lieberman also has held sales and marketing positions at Fli Lilly and Immunotech.





#### Driving Out Mediocrity

Steve Girgenti's marketing acumen, vision, insight, fortitude, and brilliant leadership created one of the largest healthcare communications companies in the world.

NAME: Steven Girgenti

TITLE: Worldwide Chairman and CEO

DRIVEN

COMPANY: Ogilvy Healthworld

**EDUCATION:** B.S. and MBA, Columbia University

**PLACE OF BIRTH:** New York

**ON HIS READING LIST:** John Adams, by David McCullough; Boom, by Tom Brokaw

**FAMILY:** Wife, Sondra; daughters — Carrie and Jody

**FIRST JOB:** William Douglas McAdams

**HOBBIES:** Golf, wines

In selecting adjectives to describe himself, Steve Girgenti chooses two apposite descriptors: driven and caring. Those who know and have worked with him offer a whole lot more: visionary, insightful, fortitude, brilliant leadership, and marketing acumen.

As worldwide chairman and CEO of Ogilvy Healthworld, Mr. Girgenti has overseen the integration of geographic services and resources from the merger of OgilvyHealthcare and Healthworld. The organization is now one of the most diverse, far-reaching, and powerful communications networks in the industry. The strength of Ogilvy Healthworld today, and the potential it has for the future, is in many ways founded in its past. Beyond the equity of the Ogilvy brand, the origins of Healthworld date back to 1986 when Mr. Girgenti had the vision to create a unique healthcare communications network. From the success of the company's IPO in 1997 — a moment Mr. Girgenti considers to be one of his career highlights — acquisitions of local units followed.

# Steve **GIRGENT**

Mr. Girgenti has put together a strong team of leaders, all oriented to excellence in client service and creative output. The company's full array of communications resources is well-integrated, largely because of the culture of mutual cooperation that Mr. Girgenti has fostered. In all his dealings, Mr. Girgenti is interested in the welfare of everyone around him and making sure people's best interests are served.

Always striving to deliver excellence and committed to doing everything with passion and conviction, Mr. Girgenti laments the mediocrity and lackluster thinking that can threaten to undermine the industry. As he prepares to step down from his role at the end of the year, Mr. Girgenti leaves the company well-positioned to overcome industry challenges and drive excellence.

**GETTING PERSONAL** Steven Girgenti is the Worldwide Chairman and CEO of Ogilvy Healthworld (ogilvyhealthworld.com), New York, a leading global healthcare communications network with 55 offices in 36 countries. Mr. Girgenti founded Healthworld in 1986 and made numerous acquisitions to expand and diversify the business. Under his leadership, Healthworld went public in 1997. Mr. Girgenti has served as a director of Burren Pharmaceuticals and Pharmacon International, and he is currently a director of MDTV and Vycor Medical. He is also Vice Chairman of the Board of Governors for the Mt. Sinai Hospital Prostate Disease and Research Center in New York City, and he is on the Board of Directors for Jack Martin Fund, a Mt. Sinai Hospital affiliated charity devoted to pediatric oncology research. In 1999, he was recognized as Entrepreneur of the Year by NASDAQ.



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# ADHERING TO A KEEP-IT-SIMPLE DOCTRINE

Prompted by a close family member's healthcare battles and driven by the desire to improve patient outcomes, Kevin Aniskovich's creative thinking is making a real difference in the lives of patients and their caregivers.

His dedication to tackling the problem of medical non-adherence drove him to fund a simple, innovative solution that addresses the broad needs of patients, healthcare providers, and advocacy organizations. What Mr. Aniskovich found was most people simply forget to take their medication, so why not make it as simple as a reminder. The Intelecare system allows patients to create, manage, and receive medical reminders in whatever way fits within their lifestyles, whether it be e-mail, text, or voice. His unique perspective on the industry and the causes of nonadherence has made him a trusted voice in the field.

To ensure broad access to the solution, Mr. Aniskovich's company, Intelecare Compliance Solutions, offers a business model and pricing structure that ensures widespread

Thanks to his unique approach to the market, his creative thinking about incentives to increase utilization, and his ability to protect his intellectual property, Mr. Aniskovich has led his company to significant growth, with a 3.2 million active user database and 100% year-on-year growth.

Using the Intelecare platform to remind patients about appointments has helped one client, a dental practice with 3,200 active patients, to reduce costs from postage, paper, and human resources.

Mr. Aniskovich learned much about how to build an organization while successfully scaling a pharmaceutical marketing channel at Epocrates. Above all, though, he says the steadfast commitment and counsel of his wife, a lawyer by profession, have been instrumental in Intelecare's success. Drawing on her practicality and realistic approach, Int-

#### PROVEN.

NAME: Kevin Aniskovich

TITLE: CEO

**COMPANY:** Intelecare Compliance Solutions Inc.

**EDUCATION:** B.A., Political Science, Catholic University of America

PLACE OF BIRTH: New Haven, Conn.

ON HIS READING LIST: Freakonomics, by Steven Levitt and Stephen Dubner; The Billionaire's Vinegar, by Benjamin Wallace; and The Brief Wondrous Life of Oscar Wao, by Junot Diaz



**KEVIN ANISKOVICH** 

elecare crafted solutions that were not overcomplicated, thereby maximizing their adoption.

Top of mind for Mr. Aniskovich is delivering better healthcare. To that end, he has created a corporate culture that breeds philanthropy by giving away Intelecare's technology to nonprofits, as well as having a corporate gift matching policy, and making annual personal donations to local and national charities. His dedication to finding new and innovative solutions inspires all Intelecare's employees to try harder to meet client and end-user needs.

Ongoing patient adherence, he says, requires both educating the patient to ensure positive behavioral change and developing timely consumer-centric solutions that are practical and easy to use, with broad reach and appeal. This requires consistently updating patient offerings to meet patients' demands.

With the goal being to provide delivery methods for reminders, content, rewards, and pharmacy fulfillment in an amalgam of ways, rather than a one-size-fits-all approach, a term he calls "Adherence 2.0," Mr. Aniskovich and his colleagues are focusing on solutions that recognize that the patient is a three-dimensional individual. So next on the frontier for Intelecare is to leverage television to help adherence issues.

Mr. Aniskovich is buoyed by the qualities he sees in others — humility, tolerance, and the ability to balance work and life. He carries these qualities into his business to develop a work ethic of perseverance and a desire for continued education that ultimately breeds success.

It's this attitude and dedication that inspire Intelecare's employees to think of themselves as stakeholders who care about what the company does to drive patient outcomes.

His creativity and drive are an inspiration to his employees and colleagues, as well as the patients and caregivers who have benefited from the innovations he has contributed to.

GETTING PERSONAL Kevin Aniskovich is Founder and CEO of Intelecare Compliance Solutions Inc. (intelecare.com), New Haven, Conn., a healthcare technology company focused on increasing medication adherence. Before founding Intelecare, Mr. Aniskovich was Regional VP for Epocrates, a developer of clinical information and decision support tools for healthcare professionals. Previously, he was Cofounder, President, and Chief Operating Officer of Health Info Corp., a producer of aggregated and syndicated searchable video content for patients and medical professionals. After having started his first company immediately out of college — The Riven Group Ltd., which he sold to software company Cyan Worlds Inc. — Mr. Aniskovich began his career in healthcare working at The Center for Research and Public Policy, a market research and public policy consulting firm.



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# Elaine RIDDELL

THE FUTURE MAKER

An ability to foresee future market scenarios and prepare for them makes Elaine Riddell an inspiration to all who know her, particularly those who want to make a difference in healthcare and aren't afraid to take risks to advance the industry.

She has risen to the top of her field, today leading a global organization with local offices in 43 countries. Ms. Riddell was a highly successful early adopter of marketing for market research in an industry that had never embraced promotion before.

Coupled with her business acumen and management strength are a hands-on leadership style, loyalty, and concern for the people who work with her. Ms. Riddell leads through inspiration and example, taking pride in nurturing the talents of her staff. She is a team builder who understands the strengths of the individuals who work for her, and she finds ways to build organizations upon the complementary strengths of her entire team.

Her passion for the industry, serving customers, and finding innovative solutions inspires her reports and encourages them to explore new techniques and approaches, even when they take the company in a new direction. Ms. Riddell has worked to create an environment where people know it is safe to innovate and to risk trying a new approach. She rewards initiative and urges everyone to become thought leaders. She thrills in seeing them take the stage at industry events, publish articles featuring their creative thinking, and showcase their expertise at the company's quarterly Webinar series.

The company she leads, TNS Healthcare, is among the largest, global market research organizations serving the worldwide healthcare industry. It has undergone several mergers, and Ms. Riddell has single-handedly bridged the gap among disparate cultures, fully integrating companies while always keeping the welfare of the individual in mind. Team unity on a broad

scale is important to Ms. Riddell, and she has worked to create a worldwide family from people coming out of different businesses, different backgrounds, and different perspectives. It has been, she says, her toughest and most rewarding task. The outcome was evident at a recent sector meeting, where there were 100 people from more than 20 countries. Ms. Riddell says the bonds they formed and their ability to work together seamlessly were both energizing and inspirational.

Though focused at all times on her organization's performance, Ms. Riddell is at the same time scanning the environment for marketplace shifts that can create opportunities or challenges for her company.

Ms. Riddell has been a pioneer for many years. As CEO of NOP World Health, the job she held before joining TNS, she led a growth strategy, making the company the first market research agency to offer the full range of primary research services: from advanced custom to basic ad hoc to multiclient studies. The model that she originated has now been replicated throughout the research industry.

Early in her career, Ms. Riddell recognized that the customer's perspective needed to be front and center. That has become the foundation of her highly successful product development approach — using customer needs as the wellspring of product innovation. For example, she is now leading the way in creating the research, metrics, and tools to help the industry transition successfully from traditional sales models to new service models.

PharmaVO<sub>I</sub>

INTERESTED.

NAME: Elaine Riddell

TITLE: CEO

**COMPANY:** TNS Healthcare

**EDUCATION:** B.A., McGill University

PLACE OF BIRTH: Montreal, Canada

**ON HER READING LIST:** Fierce Conversations, by Susan Scott; Silos, of a Team, by Patrick Lencioni

Elaine Riddell scans the environment for marketplace shifts that can create opportunities or challenges for her company.

And she is striving to help the industry realize and respond to the transitions companies need to make to continue to thrive — moving from being manufacturing and product experts to being service and relationship experts: in other words, to develop a softer side. To achieve this goal, Ms. Riddell says companies will need new

tools to identify ways they can drive stronger relationships and new metrics to measure the effectiveness of those relationships. And they must break down silos to create total experiences for stakeholders that offer the best combination of market access, services, and support programs. The leaders of tomorrow will be those who learn to collaborate with their stakeholders, not just "sell" to them.

These achievements in driving change and building teams are propelled by Ms. Riddell's genuine and passionate interest in both the industry — its trends, challenges, and opportunities — and the people she works with across TNS and throughout the industry. It's her curiosity about what's happening and why that drives her to seek new answers, new approaches, and new paths to serve clients more effectively. That she gets to those answers is thanks to her visionary nature. She is fascinated by connecting the dots and seeing the picture that takes shape. Above all, though, she believes in being an active creator in how the future is shaped.

A risk-taker in her own right, Ms. Riddell is inspired by courage, by those who step outside their comfort zone to take on a challenge, and by those who have left the comfort of a secure job to strike out on their own, form new companies, and pursue new goals. This courage fuels Ms. Riddell's willingness to push the boundaries, move beyond her own doubts, and drive innovation.

Ms. Riddell gives freely of her time and insights. For example, she sponsors quarterly Webinars, which are free to the industry that provide new research and fresh perspectives on critical pharma issues. She has funded research on PDRP and DTC regulations to help the industry understand and address these key challenges.

Whether she is forming a new division, growing a company, bringing together individually acquired companies, developing new products, or uniting teams, she accomplishes her goals successfully, while always maintaining her humanity, compassion, and loyalty to employees and customers.

**GETTING PERSONAL** Elaine Riddell is CEO of TNS Healthcare (tnsglobal.com/healthcare), New York, part of TNS, which provides custom advisory services and globally consistent frameworks to support product introductions; brand, treatment, and sales-performance optimization; and professional and DTC promotional tracking. Before joining TNS in 2003, she was CEO of NOP World Health, which included Market Measures Inc. (MMI), Strategic Marketing Corp., and NOP Healthcare. Previously, she was President of MMI, which she joined from IMS America, where she was VP of Marketing. She began her career at IMS in Canada, enjoying career advancement in her four years there. Ms. Riddell started her healthcare career at Abbott Canada.

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# GREGG DEARHAMMER

#### A COLLABORATIVE PATH

Providing and sharing the vision and the path to all employees through his motto of "how can we get there together?" is the secret behind Gregg Dearhammer's leadership success.

Mr. Dearhammer is a collaborative leader, encouraging open dialogue, empowering employees to be strategic thinkers, and instilling a sense of urgency and purpose.

He has fostered a culture of ownership, empowerment, and accountability at i3 Stat-probe, and he encourages staff members to take risks and challenge themselves and showcase their individual and collective talents. It's an approach that encourages the brightest and best ideas to come forth, making the company more efficient and providing clients with the best possible service.

A thought leader in the industry with regard to data management, Mr. Dearhammer has been a driving force behind embracing EDC and the evolution of the role of data management, and he has led two highly successful biometrics teams.

Colleagues say he is approachable to everyone within the organization, listens to suggestions, and initiates programs aimed at bringing together divergent people, ideas, and solutions. He regularly visits local offices

and provides opportunities for associates to engage him directly.

Mr. Dearhammer recognizes his employees for their efforts, provides them with opportunities for growth, and allows them to think outside of the box. Furthermore, he has helped to establish several volunteer councils to address goals and needs within the organization.

Those who have worked with him describe Mr. Dearhammer as a leader among his peers, who has earned the respect of anyone who knows him.

An optimist by nature, Mr. Dearhammer believes that most people are good and have good intentions. He is able to find positives in most situations and he moves past negatives quickly.

It was at Kendle, under his bosses Jere Hardy and Brenda Hoeper, that Mr. Dearhammer says he learned the true value of customer partnerships while working on Searle's submission for Celebrex. The trust placed in him as well as his bosses' willingness to allow him to discover his potential and make mistakes helped him to become the leader he is today. His growth also was fueled by an opportunity to open a regional office for a past employer, where he got to do a bit of everything and learned much about leadership.

In addition to his company accomplishments, he is a board member on The Society for Clinical Data Management (SCDM) and is highly active in the industry, working closely with many pharmaceutical companies to improve their data services organizations.

Starting out as a science teacher, Mr. Dearhammer remains deeply committed to children. He has shared his sports knowledge and teaching abilities as a coach for his son's teams. Additionally, he has worked through Court Appointed Special Advocates (CASA) as a legal guardian for neglected and abused children. His most rewarding experience, and also the most difficult, was working to place three siblings into one adoptive family.

**GETTING PERSONAL** Gregg Dearhammer is CEO of i3 Statprobe, the clinical data services division of i3 (i3global.com), Basking Ridge, N.J. Before joining the company in 2006, Mr. Dearhammer was VP, Global Biometrics, at Kendle International. He worked at Kendle for 10 years in a variety of capacities, joining the company from Abbott Pharmaceuticals, where he began his pharmaceutical career as a clinical data analyst.



OPTIMISTIC.

NAME: Gregg Dearhammer

TITLE: President

**COMPANY:** i3 Statprobe Inc.

**EDUCATION:** B.S., Biology, Loyola University of Chicago

PLACE OF BIRTH: Chicago

ON HIS READING LIST: Zapp — the Lightning of Empowerment, by William Byham and Jeff Cox; Judgment — How Winning Leaders Make Great Calls, by Noel Tichy and Warren Bennis; Night Fall, by Nelson DeMille; latest issues of National Geographic, Sporting News, BusinessWeek, and Newsweek

**FIRST JOB:** Taught high school science in Middletown, Md.

**HOBBIES:** Sports — basketball, baseball, running; reading — business and leadership books, thrillers and mysteries; movies; travel; music — mostly rock and roll



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# JEFFREY ARONIN

Some CEOs like to talk and hear their own voices — Jeff Aronin is the opposite. Described by colleagues and clients as a "we" person, Mr. Aronin demonstrates strong leadership by drawing out ideas from others and consistently following up to ensure results.

A rare blend of entrepreneurial spirit, leadership, and charisma allowed Mr. Aronin to see an opportunity and set a new vision for the pharmaceutical industry when it wasn't popular to do so. He is able to see the big picture, while also being adept at executing deals and getting things done. Mr. Aronin's vision for Ovation was shaped by speaking with physicians, patients, and others in the community, and he set out to fill the identified gaps. The result is a unique business model based on the acquisition of commercial products with strong development potential. With a passion to serve patients, Mr. Aronin has demonstrated a true commitment to the epilepsy and neuroscience markets. He pursues his business plan with purpose and certainty, in spite of skeptics who questioned whether it was possible to revamp the traditional pharmaceutical model and be successful focusing on specialty products for smaller patient populations. Hearing patients' stories gives him and his team the motivation to sustain his vision.

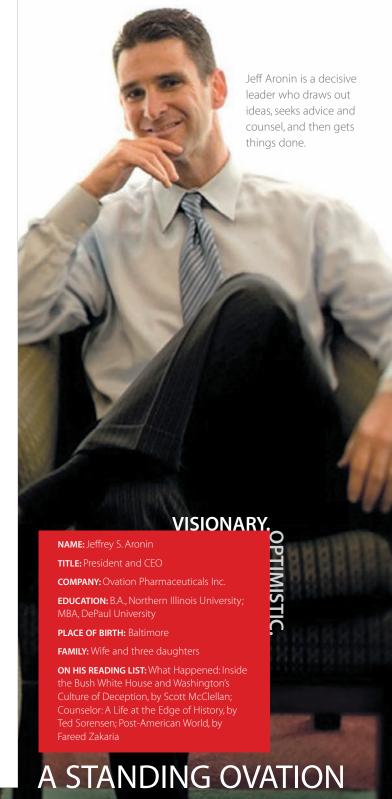
Over the last five years — and in an industry that has faced considerable difficulty — Mr. Aronin has remained committed to excellence every step of the way from identifying critical patient needs, developing capabilities to effectively work with manufacturing partners, ensuring compliance in medical and regulatory affairs, and being extraordinarily data-driven and objective. Meeting the real needs of patients is critical, he maintains, to regain the public's confidence in the industry, which is one of the biggest challenges pharma companies face today.

His passion for the industry was formed early in his career when he was involved in launching a lifesaving CNS therapy. During the process, he met with many patients and advocacy organizations and saw first-hand how drug development can change people's lives.

Beyond his great business skills, Mr. Aronin is also deeply involved with community, business, and philanthropic organizations. Mr. Aronin has a remarkable ability to get things accomplished in a persuasive — yet friendly — way. For example, he is on the board of the Chicagoland Entrepreneurial Center, where he encourages entrepreneurs to build business, and while on the board of the Epilepsy Foundation of Greater Chicago he helped get resources to epilepsy patients who need them. He also has been an active board member of the Juvenile Diabetes Research Foundation, and he serves on the board of the Museum of Science and Industry, helping to promote the importance of science and education through programs that create opportunities for inner city children in pursuit of science degrees and careers. Mr. Aronin doesn't just write a sponsorship check, he meaningfully contributes personal support: from assembling a large team for the Epilepsy Foundation's walk to actively encouraging his friends/colleagues to attend advocacy groups' fund-raising dinners.

His commitment to global causes is evidenced in Ovation's philanthropic efforts. In 2007 and 2008, Ovation donated almost \$2.1 million in drugs to Project Hope and AmeriCares to support humanitarian missions. Through Project Hope, Ovation contributed products for use in Lesotho, Africa, and Dushanbe, Tajikistan (the poorest of the former Soviet republics). These programs were focused on transforming the lives of orphans and other vulnerable children and alleviating the severe shortage of basic medicines and medical supplies in these countries. In 2008, Ovation also supported the AmeriCares Medical Outreach Program by donating products to a U.S.-based pediatric heart surgery team traveling to Guatemala to provide charitable medical care.

**GETTING PERSONAL** Jeffrey S. Aronin is President and CEO of Ovation Pharmaceuticals Inc., (ovationpharma.com), Deerfield, Ill., a biopharmaceutical company that develops and commercializes innovative medicines for severely ill patients with unmet medical needs. Before founding Ovation in 2000, Mr. Aronin was Chairman and CEO of MedCare Technologies, a publicly held healthcare company. He has also held various executive positions at American Health Products Corporation and management positions at Carter-Wallace. Mr. Aronin was named to Crain's Chicago Business list of Who's Who in Health Care in 2007, he was honored as Ernst & Young's 2006 Entrepreneur of the Year among Emerging Companies (Lake Michigan area), and he was recognized in 2005 as one of PharmaVOICE's 100 Most Inspiring People. He was inducted into the Illinois Entrepreneur Hall of Fame in 2005 and in 2004 was listed by Crain's as one of the 40 Most Influential People Under 40.







#### **TENACITY IN DELIVERY**

The desire to build a better stent has been the motivating force behind Dr. Mark Landy and the company he leads, MIV Therapeutics.

A former dentist, financial analyst and portfolio manager, he is hoping to widen the often-troubled stent market by building an advanced drug-delivery system for cardiac stents and implantable medical devices.

He is focused on ensuring the success of MIV

# Dr. Mark LANDY

Therapeutics, which recently demonstrated the safety and efficacy of a revolutionary new type of drug-eluting cardiac stent in a first-inman study that uses materials found naturally in the human body, and does not employ polymers. If MIV's research proves successful, it has the potential to revolutionize cardiovascular drug delivery and to rejuvenate the world-wide drug-eluting stent market.

Tenacious in seeking that which he values and desires, Dr. Landy is widely recognized for his financial acumen and proven accomplishments as a Wall Street equity analyst and portfolio manager. He most recently distinguished himself as the senior research analyst of medical supplies and devices at Susquehanna Financial Group. Dr. Landy is a familiar pundit in the financial media, who has made frequent appearances on CNBC, Reuters, Dow Jones, Bloomberg, and in The Wall Street Journal and Business Week.

In the office, he motivates his staff by always striving to treat others fairly and giving them the latitude to explore the boundaries of their professional curiosity. In turn he looks for honesty and transparency in those he works with.

#### TENACIOUS.

NAME: Mark Landy, DDS

TITLE: President and CEO

**COMPANY:** MIV Therapeutics Inc.

**EDUCATION:** Doctor of Dental Surgery (DDS), University of Witwatersrand, 1991; Bachelor of Business Administration, Summa Cum Laude, University of Pennsylvania, The Wharton School of Business. 1996

**PLACE OF BIRTH:** Johannesburg, South Africa

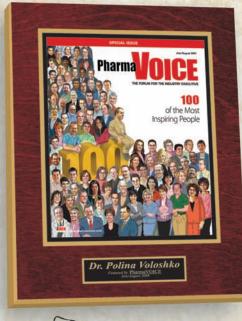
**ON HIS READING LIST:** The Week, Wall Street Journal, Financial Times. USA Today, scientific and medical journals

FAMILY: Wife, Christine; daughter, Sarah

**HOBBIES:** Motor racing

**GETTING PERSONAL** Mark Landy, DDS, is President, CEO, and Director of MIV Therapeutics Inc. (mivtherapeutics.com), Atlanta, a developer of next-generation coatings and advanced drug-delivery systems for cardiovascular stents and other implantable medical devices. Before joining MIV, he was Senior Research Analyst Medical Supplies and Devices at Susquehanna Financial Group. With extensive experience as a financial analyst in the healthcare industry, Dr. Landy spent three years in London in private practice focusing on posttraumatic facial reconstructive surgery.

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#### **CURIOUS.**

NAME: Chris Schroeder
TITLE: CEO

**COMPANY:** The HealthCentral Network

**EDUCATION:** A.B., Harvard College; MBA, Harvard Rusiness School

**ON HIS READING LIST:** The Bin Ladens, by Steve Coll; The Arab Center, by Marwan Muasher; Day of Battle, by Rick Atkinson; Nixonland, by Rick Perlstein; Groundswell, by Charlene Li and Josh Bernoff; Here Comes Everybody, by Clay Shirky

**FAMILY:** Wife, Alexandra (Sandy) Coburn; children — Jack, 11, Julia, 9, and Ben, 6

#### THE QUALITIES THAT INSPIRE HIM:

Integrity, fairness, ravishing curiosity, great listening, action-oriented, risk-taking, comfortable with failing, humble in winning

# Chris SCHROEDER

#### WEAVING MAGIC ON THE WEB

Few publishers are as dedicated to improving healthcare as Chris Schroeder.

A thought leader with a respected voice in the digital media and marketing industry, Mr. Schroeder has been a pioneer in empowering consumers to participate and become engaged in their healthcare.

The breakthroughs he has made stem from his natural curiosity and tenacity. Constantly learning, Mr. Schroeder enjoys hearing other people's stories and experiences, and he remains steadfast to a cause, never giving up.

From his successful work in helping the Washington Post company tackle the digital age, to his efforts in taking The HealthCentral Network from infancy to a top online consumer health resource, Mr. Schroeder has had a sterling career in the media business.

He has been at the forefront of developing critical content for consumers in the new digital communications marketplace. Under his leadership, HealthCentral has pushed the envelope in creating consumer-centric Websites where physicians, patient thought leaders, and communities of patients can participate in and lead discussions about conditions and diseases, therapy, and support.

Mr. Schroeder also has used this platform to help many in the industry understand the importance of engaging with deep information, not shallow marketing communications, to empower and serve patients worldwide.

His views on marketing and advertising have always been focused on the consumer and the consumer benefit, specifically how to put the right message in front of the right audience at the right time to achieve both consumer and advertiser satisfaction. One of the toughest tasks, Mr. Schroeder says, is figuring out how to engage consumers — who are better informed and have near infinite information, connections, and relationships — to take charge of their health on their own individual terms.

His foresight about the media industry and the future of the Internet is a critical and unusual skill, making Mr. Schroeder a powerful thought leader in this space.

A great example of his forward thinking is the deal he just inked with InterActive Corp. (IAC) that brings together one of the largest and most innovative interactive audiences into the worlds of health.

Throughout his career, he has been at the center

of huge moments in history from seeking to take a company public at the October 1987 market crash to being in senior State Department leadership when The Berlin Wall fell, the Soviet Union disappeared, Nelson Mandela was released, and Chinese dissidents quoted Thomas Jefferson in Tiananmen Square.

As impressive as his business track record is, his influence on the broader industry is even greater. For example, he cofounded the Online Publishers Association, a body still considered one of the most influential in online advertising. And he has served in leadership roles for the Internet Advertising Bureau and Online Publishers Association.

Described by colleagues and clients as a man of great energy and generosity and a true gentleman to work with, Mr. Schroeder's accomplishments have led to broad recognition.

In 2003, Mr. Schroeder was inducted into the prestigious Advertising Hall of Achievement, which recognizes professionals under the age of 40 who are already the leaders in the advertising and marketing industry. To receive this award, inductees also must demonstrate exceptional community service, a hallmark of Mr. Schroeder's career. Further, he received the Silver Medal Award for Excellence from the Advertising Club of Washington, D.C.; this is the highest American Advertising Federation award that can be given by an advertising club.

Mr. Schroeder's ambitions for HealthCentral are broad as well. He is seeking to build it into a collection of the most useful interactive experiences for people taking control of their health decision making, and he is striving to ensure that it is viewed as the best in customer service, innovation, and thinking for the future of interactive media and marketing.

The next few years are sure to bring about change for the Web and how the pharmaceutical industry leverages its assets there. Those who have worked with him say Mr. Schroeder will undoubtedly be an important player in the changes ahead.

detting Personal Christopher Schroeder is CEO and President of The HealthCentral Network (healthcentral.com), Arlington, Va., a collection of condition and wellness-specific Web resources focused on consumers sharing real-life experiences related to their health needs. Before HealthCentral, Mr. Schroeder served as CEO and Publisher of Washington Post Newsweek Interactive, which hosts washingtonpost.com and newsweek.msnbc.com, among other leading sites. During his career he has been CEO and President of Legi-Slate, a provider of online news, analyses, and data pertaining to federal and state legislation and regulation and was a partner with private equity company Thayer Capital Partners.



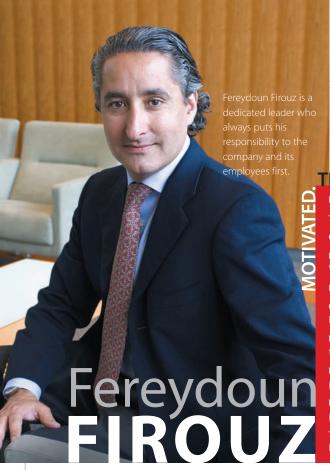
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#### TENACIOUS.

NAME: Fereydoun Firouz

TITLE: President and CEO

**COMPANY: EMD Serono Inc.** 

**EDUCATION:** M.A., Political Science, George Washington University

**DATE AND PLACE OF BIRTH:** Nov. 16, 1963; Geneva

**ON HIS READING LIST:** Shantaram, by Gregory David Roberts

**FIRST JOB:** International Red Cross delegate/translator

**HOBBIES:** Skiing, squash, film producing, art, and philanthropy

**BIGGEST INDUSTRY CHALLENGE:** Intellectual property debate

**THE MOST SIGNIFICANT INFLUENCE IN HIS CAREER:** Fabio Bertarelli, former CEO of Ares-Serono

#### A COMMUNITY AND INDUSTRY LEADER

Seeing the life-sciences industry become integral to the fabric of society is an overarching goal for Fereydoun Firouz.

Mr. Firouz, who has spent a significant portion of his professional career with EMD Serono, is always exploring ways to improve both the company as well as the industry. For the past five years, his strong leadership, strategic vision, and keen focus have contributed to growing EMD Serono's footprint in the United States.

Mr. Firouz recognizes that innovation is a business imperative, critical both to fueling growth and impacting the lives of people living with serious medical conditions, such as multiple sclerosis and cancer.

His dedication to his employees is demonstrated every day in all that he does, and he inspires those around him by explaining the world of possibilities.

He has been integral in invigorating the culture at the company, and as a result EMD Serono has been the recipient of numerous corporate awards, that reflect a company's commitment to a values-based organization, including most recently the Boston Business Journal's Corporate Philanthropy Award given to companies in the Boston area with exceptional charitable programs.

Additionally, under Mr. Firouz's guidance EMD Serono has strengthened its presence among key constituents in the life sciences and increased its public relations, corporate citizenship, and government affairs activities. With a vision that has spurred EMD Serono to grow its community platform, the company now sponsors various initiatives with several nonprofit organizations, including: the National MS Society, the American Cancer Society, RESOLVE, MassBioEd's BioTeach, Habitat for Humanity, and the United Way's Math, Science and Technology Initiative, among many others.

Committed to ensuring the industry's long-term success, Mr. Firouz sits on the boards of PhRMA and BIO because he sincerely wants a voice in shaping the future of the pharmaceutical and biotech industries.

**GETTING PERSONAL** Fereydoun Firouz is President and CEO of EMD Serono Inc. (emdserono.com), Rockland, Mass., a U.S. affiliate of Merck KGaA, Darmstadt, Germany. He is also a member of the Executive Management Board of Merck Serono. Previously, Mr. Firouz was Executive VP, Reproductive Health North America, where he was responsible for reengineering the sales and marketing organization for the company's U.S. reproductive health business. Mr. Firouz began his career at Serono in 1989 as a Government Affairs Associate in the company's Washington, D.C., office.



NAME: Ken Begasse Ir

TITLE: Chief Operating Officer

**COMPANY:** Concentric

FDUCATION: B.A. Providence College 1996

**DATE AND PLACE OF BIRTH:** May 19, 1974;

White Plains, N.

**FAMILY:** Wife, Christine; son, Trey (Kenneth F. Begasse III) 4: and black Labrador retriever. Otto

ON HIS READING LIST: Good to Great, by Jim Collins; Made to Stick, by Chip and Dan Heath; Freakonomics, by Stephen Dubner and Steve Levitt; E-Myth Manager, by Michael Gerber; Blink, by Malcolm Gladwell; One Bullet Away, by Nathaniel Fick; and The Bad Guys Won, by Jeff Pearlman

**HOBBIES:** Training for Olympic triathlon, snowboarding golfing, softball, soccer, and learning to surf

**NEXT ON HIS LIST TO ACCOMPLISH:** Finish this year's triathlon; learn to speak conversational Spanish

THE MOST SIGNIFICANT INFLUENCES IN HIS CAREER: Father and business partner, Ken Begasse Sr., for instilling the values of work ethic and truth; his other business partner, Michael Sanzen, who has the keen ability to create clarity and an unwavering commitment to their dream.

#### **GENUINE.**

#### SIZZLING WITH IDEAS

He's got moxie. That's how some describe Ken Begasse, an innovative, forward-thinking leader who started his own agency at the age of 28 with no investors. Now, as chief operating officer of Concentric, Mr. Begasse emanates an air of confidence and charm.

A mine of innovative ideas, Mr. Begasse is the brainchild behind developments such as the interactive gaming sales training platform Rep Race. Colleagues describe him as being ahead of his time, always seeking ways to take the agency to the next level. His willingness to push the envelope inspires an atmosphere of innovation, collaboration, and creativity. Not afraid of tackling the issues around HIPAA and various FDA rulings, Mr. Begasse is spearheading the launch of Concentric Direct, which will focus on digital marketing to healthcare professionals and patients.

Clients appreciate Mr. Begasse's ability to balance pushing back and giving them what they want. This has led to him being regarded as a partner rather than a vendor, ensuring that he is adding value at every decision point. It's an approach he has taken right from the start and the reason why, early in his career, he was one of the youngest VPs



Ken Begasse's positive and genuine disposition translates to success — for Concentric, his coworkers, and clients.

in Cline, Davis & Mann's history. And it's helped him to build Concentric from a struggling agency with 15 people to one where 50 people are kept constantly busy.

It took courage to step away from the comfort of a large organization to live the dream of building an independent agency. His optimism, ability to incorporate past experiences and learnings — both successful and not — into current strategic planning and implementation, and his innate ability to communicate on a personal level have created an integrated team at Concentric.

A believer, above all, that in advertising the team is as important as the brand, Mr. Begasse encourages everyone to remember it takes a high-functioning team for each member to enjoy individual success. Mr. Begasse displays enormous faith in his colleagues. He has taken young interns under his wing and helped them to find their direction. Through casual conversation and quiet encouragement, he mentors others to pursue their dreams and passions, and he encourages others to see opportunities, not obstacles. His belief in the abilities of his employees is the glue that keeps the team together.

Healthcare advertising shapes much of Mr. Begasse's life. His father, Ken Begasse Sr., is a partner in Concentric, and his sister, Kerri Lynn, is a senior account executive at Agency Rx. He met his wife, Christine, while working with her at Cline, Davis & Mann on the launch of Lipitor.

For Mr. Begasse, the defining moment in the industry was the introduction of DTC advertising, which coupled with the rise of the Internet, provided marketers with the ability to educate the public and generate mass awareness of conditions or diseases.

And he challenges the industry to find ways to overcome the declining productivity of the salesforce in the modern-day clinical setting, arguing that those companies that can best use technology as an effective learning tool will field a more clinically experienced salesforce, which in turn will create a meaningful advantage for their organizations.

**GETTING PERSONAL** Ken Begasse Jr. is Partner and Chief Operating Officer of Concentric (concentric-rx.com),New York, an independent healthcare advertising agency. In 1996, as Art Director, Mr. Begasse helped The Medicus Group launch HMR's successful antihistamine Allegra. The experience was invaluable, but left him pining for a different kind of action. He joined Cline, Davis & Mann as an Account Executive, working on the launch of Lipitor and soon became an Account Supervisor and, ultimately, VP, Account Supervisor on Viagra.



# The Process Prophet

Ron Waife's advice focuses on telling clients what they need to know, whereas others tell them what they want to hear.

For the past 15 years, Ron Waife has been a prophetic voice in the industry.

Time and again he has anticipated developments in the industry, particularly those related to technology, and has described the implications of those developments for the successful execution of clinical trials.

He was ahead of the curve in demonstrating how the clinical process must adapt to technological innovation. In the sincerest form of flattery, this theme is now heard from almost every conference podium, as stories of EDC adoption are framed in Mr. Waife's original terms: it's the process, not the technology.

He has also been influential through his work related to governance in change management. Mr. Waife doesn't just speak about the need for executive buy in; his company applies the concept directly to organizational structure and helps companies establish the right steering committee, advisory council, and other mechanisms to ensure that change is real and lasting.

In an industry that still enjoys relatively high profits, one of the biggest challenges is pushing for improved and intelligent operational efficiency, not simply following trendy broad-brush ideas. Mr. Waife's guidance and insights have been a positive force for effecting change.

That Waife & Associates has stood the test of time is no mean feat. Around 95% of all consulting companies fail within three years, but after 15 years, the company is still a meaningful contributor to positive change in clinical research.

Mr. Waife's wealth of knowledge surrounding the current status of drug development, and his vision for what this might look like in the future, has made him an invaluable advisor and sounding board in affecting change. And his eloquence and logic give his clients comfort that they are receiving sound and valuable advice.

Beyond his understanding of change paradigms, what separates Mr. Waife and his team from other consultants is the realization that the culture and landscape at each company play a significant role in the decision points that are made. Therefore solutions are adapted to fit the company, rather than treating each one as a commodity onto which a standard process is forced.

In addition to his creative ability to engineer and design solutions, what clients like most about Mr. Waife is his direct manner. They know that he and his consultants will be honest and direct, informed, and to the point, and they are not afraid to tell them what they may not want to hear.

What he, in turn, enjoys is working with people who are creative, who demonstrate good judgment, who work hard, and who have a keen sense of humor.

Associates Inc. (waife.com), Needham, Mass., a change management consultancy focusing on clinical research in the pharmaceutical industry. Since 1983, the company has served more than 200 clients, including large and small pharmas, biotechs, service and technology vendors, and the investment community. Mr. Waife is also Executive Director of The Clinical Research Executive Forum, a seminar series for industry executives exploring how to improve the clinical research process. Mr. Waife's previous experience includes a decade of executive positions in high technology, including Motorola and BBN, and a decade in international public health, researching clinical studies, supporting health delivery projects in developing countries, and writing clinical textbooks and training films. Mr. Waife has also been an instructor and facilitator in Total Quality Management (TQM) techniques, both at BBN and for the Center for Quality Management. He is the author and editor of several books, articles, and films, and a frequent lecturer at international conferences.

#### BLUNT.

EATIV

NAME: Ronald S. Waife

TITLE: President

**COMPANY:** Waife & Associates Inc.

**EDUCATION:** B.S., The Johns Hopkins University; MPH, Harvard School of Public

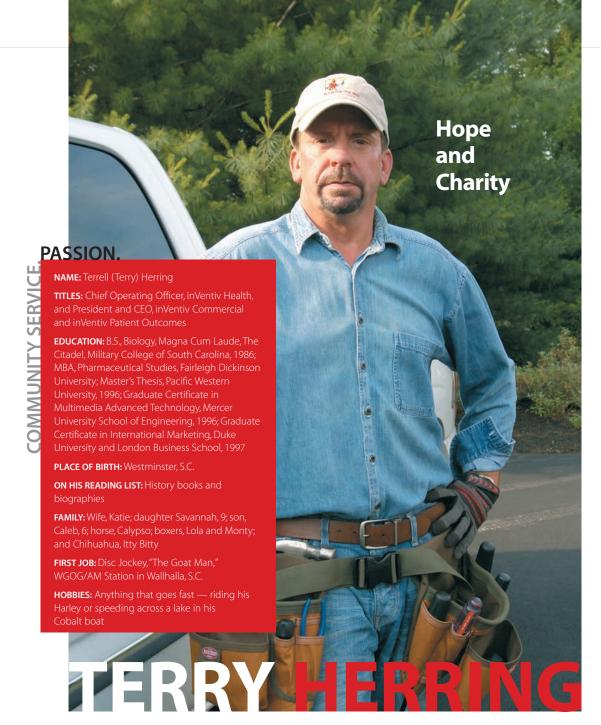
**PLACE OF BIRTH:** Philadelphia (grew up in Indianapolis)

**ON HIS READING LIST:** Mystery novels and The New York Times Book Review, which provides an excellent condensation of everything else

**FAMILY:** Wife and twin daughters in high school

**FIRST JOB:** News director at a radio station in rural Indiana

# Ronald WAIFE



For Terrell Herring inspiring others through his commitment to community service work is even more fulfilling than being recognized for his many professional accomplishments.

The positive and dynamic changes Terrell Herring has helped to deliver have won him many plaudits over the years, including his being named last year to the list of the PharmaVOICE 100 most inspiring people. And much though he is honored by those recognitions, even more humbling is being acknowledged for inspiring others through his commitment to community service work.

In the aftermath of one of the nation's most devastating natural disasters, Hurricane Katrina, his inspirational leadership and profound generosity inspired some to say Mr. Herring gave them hope that good people do still exist.

His inspirational words, "Leadership begins in the heart and loyalty goes above and beyond anything else," moved a great

many of his peers and employees. His passion for helping others is all-encompassing; he devotes resources and personal time, and he encourages inVentiv and its staff to do the same.

For quite some time, Mr. Herring has been involved with three organizations that share his passion and values for coaching and mentoring the youth and future leaders of tomorrow. These are: Big Brothers, Big Sisters (BBBS); the Kirkwood Camp; and a yearly Youth Mission Trip.

What draws Mr. Herring to these organizations is their focus on developing young people to help establish positive relationships that have a direct and lasting impression in their lives. BBBS allows people to mentor individuals who are potential future leaders. Kirkwood Camp fosters an environment that allows young people to grow and evolve in a spiritually and uplifting environment.

Mr. Herring has been selected as the first Honoree for the Somerset and Hunterdon Big Brothers, Big Sisters fund raising gala for the leadership and support that he has provided to the organization over the past decade.

And for a number of years, Mr. Herring has enjoyed organizing and participating in the Youth Mission Trip, working with organizations such as Habitat for Humanity where volunteers build houses in partnership with families in need.

His inspirational dedication to others has invigorated the culture at inVentiv Health, and today many colleagues devote time to working with organizations such as Building Bridges in Kenya, the Native American Project, as well as Habitat for Humanity.

To Mr. Herring's mind, young people look to leaders within the community for guidance and what better way to show them than through volunteering and giving back to communities.

In March 2007, Mr. Herring published his first book, "Marching Orders For Leadership Success: Inspired By My Hero Stonewall Jackson." In the pages of this inspirational book, Mr. Herring motivates readers to identify what they really want to achieve and coaches them to develop the leader in themselves to make their goals a reality. This is very much the blueprint for how he motivates his inVentiv colleagues and employees.

The book jacket's quotes quite aptly sum up Mr. Herring's impact on the industry and those around him: "He believes in bringing out the best in people and helping others see and realize the best in themselves. That's very simply what leadership is about."

GETTING PERSONAL Terrell H. Herring is Chief Operating Officer, inVentiv Health (inventiv.com), Somerset, N.J., and President and CEO, inVentiv Commercial and inVentiv Patient Outcomes. Mr. Herring has more than 20 years of experience in the pharmaceutical sales industry and is recognized for setting new performance standards for pharmaceutical outsourced services. Mr. Herring joined inVentiv in November 1999 and has provided critical leadership to the organization in various roles, including: National Business Director; VP and General Manager, U.S. Sales; President and Chief Operating Officer, inVentiv Pharma Services; President and Chief Operating Officer, inVentiv Commercial; and President and CEO, inVentiv Commercial. Before joining inVentiv, Mr. Herring was the Senior National Sales Director at Noven Pharmaceuticals, and he has held various sales management, training and development, marketing, and operations positions at both Ciba-Geigy and Solvay Pharmaceuticals.



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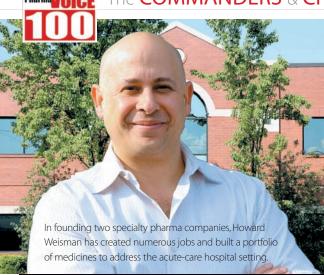
Jump-start an old brand. Or make your competition sweat. Because ideas with impact are ideas that drive business results.

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#### PERSISTENT.

NAME: Howard Weisman

TITLE: Chairman, CEO, and Cofounder

**COMPANY:** EKR Therapeutics Inc.

**EDUCATION:** B.A., Chemistry, Rutgers University

PLACE OF BIRTH: New Haven, Conn.

**ON HIS READING LIST:** Why Not?, by Barry Nalebuff; Moneyhall by Michael Lewis

FIRST JOB: Hospital sales rep for Merck Sharp and Dohme

THE MOST SIGNIFICANT INFLUENCES IN HIS CAREER: His father, who inspired him to think big about his career; Doug Sheldon, his first business partner and cofounder of ESP Pharma; and Richard DeSimone, his external advisor on ESP and partner and cofounder of EKR Therapeutics

#### **A Special Achievement**

Blazing paths for the specialty pharma industry, Howard Weisman has repeatedly overcome challenges to both serve and influence healthcare.

His achievements have been propelled by an exceptional skill set that combines scientific training with business acumen, corporate leadership abilities, and a down-to-earth management style. Tenacious and persistent, Mr. Weisman never gives up on the ideas or people he believes in.

Since 2000, Mr. Weisman has founded two specialty pharma companies: ESP Pharma and then EKR Therapeutics. In so doing, he has created numerous new jobs in a relatively short time span while also successfully growing both companies by building product portfolios consisting of several unique medicines to address the needs of the acute-care hospital setting.

His charisma and business achievements attract the loyalty of industry professionals who have moved with him from one company to another. In fact, Mr. Weisman can proudly say that the bulk of his management team and many other employees at EKR Therapeutics served at his side at ESP Pharma.

Having worked for several large pharma companies over his career, Mr. Weisman left a senior position and decided to strike out on his own when Pfizer acquired Warner-Lambert in 2000.

As president and chief operating officer for ESP, Mr. Weisman interacted daily with the company's staff, and the high regard all his employees held for him was a primary reason why ESP was honored in 2004 and 2005 as one of the Top 25 Best Small Companies to Work for in America.

At both ESP and EKR, Mr. Weisman has overseen significant success for specialty acute-care products that might otherwise not reach the market or achieve their full potential.

One of his recent achievements is the March 2008 repurchase of a cardiovascular product, Cardene IV, that was sold when ESP was acquired three years earlier. The deal has raised EKR's revenue base from a few million dollars in 2007 to a run rate of about \$200 million in 2008, and the company's size has tripled from 50 to 150 people.

Mr. Weisman was instrumental in putting

# Howard WEISMAN

#### A LEADER FOR ALL REASONS

Whether it's leading a product to launch success, taking a small company to great heights, or negotiating a strong merger agreement, James Schoeneck has true grit.

But more than that, Mr. Schoeneck is driven to change the way CNS diseases are treated. His passion for making this dream a reality is what sets the enthusiastic pace inside the company walls at BrainCells Inc. (BCI). Since taking the helm in October 2005, Mr. Schoeneck has been taking the company full speed ahead to move the company's discoveries in the area of neurogenesis into the clinic.

He has brought together a strong team of employees and advisors — a group he says are among the brightest and best he has ever worked with — all of whom are focused on finding drugs to help patients grow new neurons as potential treatments for CNS diseases.

Recognizing that it's not just the team, but the environment that's critical for creative thinking, Mr. Schoeneck focuses on fostering a workplace where people can stretch themselves, accomplish their dreams, and have fun while doing it. Along the way, there will always be speed bumps, and that is where leadership is most critical. To guide his staff through those difficulties, Mr. Schoeneck keeps a few things top of mind: be yourself, stay in control, and let the best of others and yourself

come out to overcome the obstacles.

It's the way people handle difficulties and hurdles that inspires him. He admires those who stretch themselves beyond normal limits and yet remain vulnerable and human.

Mr. Schoeneck's exceptional leadership skills have been evident time and again. He lead the launch of the high-profile drug Remicade while at Centocor, which turned out to be bigger than anyone on the team imagined possible. He took Prometheus Laboratories to No. 3 on the Inc. 500 list of the fastest-growing private companies in America; the company was also recognized as the San Diego Venture Group success story of the year for 2002. Additionally, he led the strategic sales of ActivX BioSciences to Kyorin Pharmaceuticals of Japan in December 2004.

Mr. Schoeneck also demonstrates his leadership through local industry involvement as a director of BIOCOM, San Diego's biotechnol-



# JIM

Jim Schoeneck has driven BCI forward in high gear to move its discoveries in the area of neurogenesis into the clinic.

ogy organization, and affiliations with several organizations, including the Asthma and Allergy Foundation of America, the Arthritis Foundation, and the Crohn's & Colitis Foundation of America.

A critical issue for the industry is to turn around the negative perception. He believes that the negative press has had a huge impact — hurting the industry's status with gov-

ernments, its ability to raise capital, and its efforts to attract the best talent from academia.

GETTING PERSONAL James A. Schoeneck is CEO of BrainCells Inc. (BCI) (braincellsinc.com), San Diego, a biopharmaceutical company established to execute drug development in CNS diseases, with an initial focus on mood disorders. He joined the company in September 2005 from ActivX BioSciences, a proteomics-based drug-development company, where he served as CEO, leading it from a technology platform to a product development company, culminating in the sale to Kyorin Pharmaceuticals of Japan in December 2004. Before ActivX, Mr. Schoeneck was President and CEO of Prometheus Laboratories Inc., having previously

together a coalition of leading healthcare investors and lenders to secure more than \$145 million in equity and debt financing. The product deal and concurrent financing stand out not only in terms of the sheer size of the deal, but also for the fact that it was accomplished in a tough capital market environment. It's one step on the way to Mr. Weisman's long-term professional goal: to position EKR as the leader in commercializing products in the acute-care medicine market.

Though committed to his companies and the industry, Mr. Weisman always finds time for his family, enjoys golf, and is an avid art enthusiast.

**GETTING PERSONAL** Howard Weisman is CEO and Cofounder of EKR Therapeutics Inc. (ekrtx.com), Bedminster, N.J., which is a specialty pharmaceutical company committed to enhancing patient quality-of-life in the acute-care hospital setting. He began his pharmaceutical career in 1988 as a sales representative at Merck & Co., where he advanced to a marketing management position. In 1994, he joined the Parke-Davis Pharmaceutical division of Warner-Lambert, where he served as Senior Director, Diabetes Marketing, and as Senior Director of Strategic Partnership Development. Mr. Weisman cofounded ESP Pharma in 2000.



To access a FREE Podcast featuring Howard Weisman, go to pharmavoice.com/podcasts.

# Schoeneck

served as President and Chief Operating Officer. Previously, Mr. Schoeneck was VP and General Manager, Immunology Business Unit of Centocor Inc., a division of Johnson & Johnson, and before that he was its VP, Marketing and Commercial Development. He also spent 12 years at Rhone-Poulenc Rorer Inc. (now Aventis) serving in various positions of increasing responsibility.

#### TRANSPARENCY.

NAME: James Schoeneck

TITLE: President, CEO, Director

COMPANY: BrainCells Inc.

**EDUCATION:** B.S., Education, Jacksonville State University

**DATE AND PLACE OF BIRTH:** Sept. 9, 1957; Milwaukee, Wis.

ON HIS READING LIST: Blind Corners:

Adventures on Everest and the World's Tallest Peaks, by Geoff Tabin

**FAMILY:** Wife of 28 years, Cindy; two sons — Chris, 22, and Jon, 19

FIRST JOB: Bag boy at Kroger

**HOBBIES:** Scuba diving, travel, good food and wine shared with friends

**NEXT ON HIS LIST TO ACCOMPLISH:** Scuba and hike the Galapagos Islands



#### **Prepared for Take Off**

For Jeff Morhet the opportunities for drug discovery are as vast as the diversity of Texas, where he spent his childhood. With a focused eye on advancing scientific research, Mr. Morhet is piloting his emerging biotech company InNexus Biotechnology toward its goal of commercializing the next generation of monoclonal antibodies.

Mr. Morhet knows that building a company not only requires a great product but also a great team. He has put together a group of world-class leaders from diverse fields — those needed to build a new pharmaceutical company — from nationally ranked scientists and legal advisors to experienced and successful financial managers.

InNexus' focus is on developing its own novel and proprietary technology, Dynamic Cross Linking, which can tackle resistant cancer and other hard-to-treat diseases. Through Mr. Morher's determination, InNexus already has two candidates in preclinical development, DXL625 for the treatment of non-Hodgkin's lymphoma, and DXL702 for the treatment of breast cancer.

Mr. Morhet, who is an avid reader devouring most major strategy and leadership books authored in the past 10 years, is constantly learning and adapting new practices.

Several years as an officer in the Army taught him that leaders should aspire to the motto: shoot and

move on. Biotech leaders face a plethora of challenges and must deftly maneuver within a changing regulatory and business climate. Mr. Morhet has great ability to lead a team that can easily adapt to change.

Adaption and leadership were key ingredients of his childhood. Every week while growing up, he could count on the furniture in his house being completely rearranged. As he puts it, it wasn't because there were gremlins at work but because his parents thoroughly enjoyed the variety of life in all things. They made sure their two sons ate all types of food, learned different skills, played a diversity of sports, and learned different languages. The lesson that

change is not only good, but essential has served Mr. Morhet well in the fast-paced business world

The biotech industry has been a harbinger of change as it becomes a more sought-after provider of solutions for pharma. Mr. Morhet believes that even more change is needed to keep America competitive.

He urges the FDA to better adapt its pathways and internal workings to create greater harmonization with the changing pressures of patients on scientific and business leaders.

With a passion for the exciting and important changes that science offers outside of business, Mr. Morhet recently founded a health and lifesciences organization called ThirdBiotech, which provides scholarships, funding, and grants for students and researchers in various fields of science, as well as brings together individuals from the industry on a monthly basis. Mr. Morhet also has founded and successfully launched biotechnology clubs at Arizona State and the University of Arizona, and he participates in numerous other industry and community efforts.

When Mr. Morhet isn't working on giving his time to scientific progress, he is piloting his 1970s Grumman Tiger airplane, named Nellie Belle. For this busy biotech leader, flying is more than a hobby; it's a passion. These days he gets added pleasure by sharing the plane with his 10-year-old daughter and 8-year-old son.

**GETTING PERSONAL** Jeff Morhet is Chairman, CEO, and President of InNexus Biotechnology Inc. (ixsbio.com), Vancouver, Canada, a drug development company dedicated to commercializing the next generation of monoclonal antibodies based on its Dynamic Cross Linking (DXL) technology. Mr. Morhet has extensive experience in the pharma and biotech industries, including roles at Baxter Healthcare, Merck, and AstraZeneca. Multiple times Mr. Morhet has been the corporate sponsor to the FDA for programs under development with a focus on cellular and intracellular anticancer drug development. Before InNexus, he served as VP and General Manager of a pharmaceutical company and refocused its long-running cancer research, clinical development, and manufacturing programs.

# Jeff MORHET

NAME: Jeff Morhet

TITLE: Chairman, CEO, and President

**COMPANY:** InNexus Biotechnology Inc.

**EDUCATION:** B.B.A., Stephen F. Austin State University; attended the executive MBA program, Arizona State University, and executive programs, Harvard Business School

**PLACE OF BIRTH:** Pontiac, Mich. (spent most of his childhood in Texas)

**ON HIS READING LIST:** Applied Economics, by Thomas Sowell; Modern Times, by Paul Johnson; The Gathering Storm, by Winston Churchill; Ranch Life and the Hunting Trail, by Theodore Roosevelt

FIRST JOB: Bailing hay

DETERMINED.





# Respect and understanding for the patient are paramount for Melynda Geurts, a tireless advocate for clinical research.

Ms. Geurts has lived and breathed patient recruitment for more than 10 years, and she has had first-hand knowledge of the trials and tribulations of patient recruitment at the site level. And she instills her beliefs and the importance of improving clinical trials in her colleagues.

This knowledge and ability to motivate are the backbone of her success in building and driving D. Anderson & Company (DAC) forward. Clinical-trial recruitment is a highly fraught and complex business, with the greatest challenge finding the right number of qualified trial participants, Ms. Geurts notes.

# Melynda GEURTS TRIAL TRIUMPHS

MELYNDA GEURTS IS A STRONG, DETERMINED LEADER WHOSE FOCUS ON PATIENT RECRUITMENT HELPS TO MOTIVATE HER COLLEAGUES.

A role model for the DAC staff and an effective mentor for those who report to her and others who seek to learn from her experience, Ms. Geurts willingly shares her knowledge and insights with team members and clinical research professionals across the industry, helping them to grow and cultivate their careers. Encouraging her colleagues to do the best they can, she helps them recognize that there's nothing they can't accomplish if they believe in themselves.

And she looks for traits in others that most inspire her — work ethic, flexibility, candor, and integrity.

She manages her workload and reports with a good share of loyalty and tenacity. The latter is a trait she inherited from her parents, who told her that tenacity is a fair substitute for bravery, though being chief operating officer of a woman-owned business requires a fair amount of both, Ms. Geurts says. This character trait will be tested as Ms. Geurts plans to complete the Breast Cancer 3-Day, a 60-mile walk for women and men who want to make a personal difference in the fight against breast cancer, this November in Dallas.

Loyalty, her other self-ascribed descriptor, is the wellspring from which her other traits develop and is central to her professional and personal life

She has a wide range of experience in healthcare marketing and patient recruitment, and she is an accomplished presenter, overseeing worldclass training programs.

#### TENACIOUS.

**NAME:** Melynda Geurts

TITLE: Chief Operating Officer

**COMPANY:** D. Anderson & Company

**EDUCATION:** B.B.A., Marketing, and M.S., Healthcare Administration. Texas University

**PLACE OF BIRTH:** Pecos, Texas

ON HER READING LIST: The Last Lecture, by Randy Pausch; and The Road, by Cormac McCarthy

**TOUGHEST TASK:** Balancing family and career and not sacrificing the quality of either

#### NEXT ON HER LIST TO ACCOMPLISH:

Completing the 3-Day Breast Cancer 60-mile walk in November 2008, Dallas

Ms. Geurts has presented numerous programs at industry-related conferences and seminars. She was also a major editorial contributor to A Guide to Patient Recruitment and Retention and A Guide to Patient Recruitment: Today's Best Practices and Proven Strategies, published by Thomson CenterWatch.

**GETTING PERSONAL** Melynda Geurts is Chief Operating Officer of D. Anderson & Company (DAC) (dandersoncompany.com), Dallas, a global patient recruitment and retention provider for the clinical trials industry. Ms. Geurts joined RRI International Inc. as Director of Subject Recruitment Services/Director of Marketing in 1998; RRI became a wholly owned subsidiary of D.L. Anderson International in 2003. Ms. Geurts has been a member and stalwart supporter of the Association of Clinical Professionals (ACRP), and she is a past member of the public education committee for the North Texas Arthritis Foundation, as well as a 2006 recipient of Who's Who Business Executive Award.



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REGULATORY AFFAIRS



#### CATALYST FOR A NEW BRAND OF SUCCESS

During his 20-plus years in the industry, John Racik has led pioneering successes in publishing, medical education, and brand management.

The only thing bigger than John Racik's personality is his passion for the healthcare industry. He maintains there is no greater feeling than being part of the healing process.

Adept at sifting through the clutter of issues typically present in attempting to position a brand and company for success, Mr. Racik has a catalogue of successes to his name and a clear vision for the industry.

In his 20-plus years in the industry, Mr. Racik has led pioneering successes in publishing, medical education, and brand management. This has led to innovative minority programs for self breast examinations, Hispanic outreach community programs for Diovan, as well as patient-segmented programs for Claritin and Prinivil. In addition, he was responsible for helping to create patient summits for NovoSeven, the Delta Hepatitis Awareness program, and NCQA Diabetes Initiatives.

Though recognizing the industry's flaws, Mr. Racik believes implicitly in the men and women he has met, competed against, and worked with and their commitment to positively impacting someone else's life.

As founder, president, and CEO of Stonefly Communications Group, Mr. Racik leads the push for thinking what redefines markets. He inspires those around him by setting a strong work ethic and never asking colleagues to do something he wouldn't or doesn't do. And he has learned the value of letting people in to see behind the CEO title.

Mr. Racik firmly believes that health is the catalyst for all that is good in life and he is relentless in his pursuit of improving outcomes. So much so, he says, that he can drive people crazy in his efforts to look for ways to improve what he does, what his teams do, and how to encourage clients to take more educated risks. But in everything he does, he is loyal to his people, organization, and the solution.

For this industry pioneer, the excitement of taking on the challenge of turning around an interactive agency — Blue Diesel, a sister company to Stonefly — was a great ride, but it did mean some upheaval in terms of moving his family across the country.

As leader of an agency, Mr. Racik says one of the biggest challenges is coming up with ways to help clients exceed their plans by dou-

#### RELENTLESS.

NAME: John J. Racik II

TITLE: CEO

**COMPANY:** Stonefly Communications Group

**EDUCATION:** B.S., Marketing Management and Marketing Advertising (dual degree), Indiana University

PLACE OF BIRTH: New York

**ON HIS READING LIST:** Industry trade publications, top five business magazines, the Junie B. series for his daughter, and the Star Wars Trilogy for his son

ble digits and yet still maintain a commitment to the process when there is turnover in clients' marketing departments.

His rally cry for his colleagues is to plug into Google Earth and show the naysayers that this is not an industry, but rather a community that strives to serve humanity through good business practices and perseverance.

Healthcare and a passion for doing what's right are very much in Mr. Racik's blood. His father worked in a healthcare agency and Mr. Racik witnessed the work his father did in helping J&J through two Tylenol scares, and he was inspired by the passion and integrity his father brought to the job. On another level, his mother imbued in him her strong family values and faith, always taking care of others, even now as she battles with her own health challenges. And his wife, who not only does a wonderful job raising two great kids, but after being certified last summer, she now tutors children



# **BUILDING TRUST**

Dr. Janet Greeson is not afraid to dream big, never letting fear paralyze her, and is constantly energized to make a difference.

An apt description for Dr. Janet Greeson might be the Wysiwyg leader — what you see is what you get.

Her confidence in herself and her capabilities is measured equally by her confi-

dence in others. A passion for life, a positive attitude, and a relentless desire to make a difference drive Dr. Greeson.

She has more than 20 years of experience in the healthcare industry. Dr. Greeson began her career by establishing treatment centers that have helped thousands of people overcome addiction

Not only is she a best-selling author, but her eclectic career includes having once worked with Mother Teresa and serving as the U.S. Congressional Nominee for the State of Nevada in 1994, winning the primary without spending a dollar to campaign.

Today, as CEO, Dr. Greeson has built Samaritan Pharmaceuticals from a one-drug company into a company with a pipeline full of potential block-busters, thus earning the attention over the years of major pharmaceutical companies. She has

achieved this by not being afraid to dream big, and constantly being energized to make a difference.

She sees challenges and opportunities through to the end by being resilient, never allowing fear to paralyze her, and never giving up no matter what happens.

There are always knocks along the way in life and in business, and Dr. Greeson responds to knock outs by taking a few moments waiting for the bell to recuperate, then getting up and going at it again.

Among those challenges is the difficult balancing act of satisfying short-term shareholder thinking within a long-term strategy industry. While every CEO wants to satisfy shareholders, this can feel close to impossible given increasing FDA requirements, monetary requirements for clinical trials, and a lack of investor confidence.

Dr. Greeson says in this economy, she feels extremely grateful to her team and investors who have hung in there, she promises Samaritan is not only going to survive but thrive no matter what.

A defining moment for Dr. Greeson in her role with Samaritan was the discovery of its Alzheimer's drug.

#### RESILIENT.

**NAME:** Janet Greeson, Ph.D.

TITLE: CFC

**COMPANY:** Samaritan Pharmaceuticals Inc.

**EDUCATION:** B.A., Central Florida University, 1978; M.A., Rollins College; 1979; Ph.D., Columbia Pacific University, 1987

**DATE AND PLACE OF BIRTH:** Ageless; Brooklyn, N.Y.

**ON HER READING LIST:** The Power of One, by Bryce Courtenay; Good to Great by Jim Collins; and The Book of Secrets, by Deepak Chopra

DR. JANET GREESON



with learning disabilities (i.e., ADD, ADHD, and moderate autism).

**GETTING PERSONAL** John Racik is Founder, President, and CEO of Stonefly Communications Group (stoneflygroup.com), Westerville, Ohio, an inVentiv Health company. Mr. Racik also serves on the operating board of inVentiv Communications. Previously, Mr. Racik served as President and CEO of Blue Diesel, inVentiv Communications' interactive arm, which he joined in 2002 from Sentrix Global Health Communications. Mr. Racik is involved in the Healthcare Businesswomen's Association, the Healthcare Marketing and Communications Council, the Medical Advertising Hall of Fame, The Crohn's & Colitis Foundation of America, and Men Against Breast Cancer.

Beyond the for-profit side of the business, Dr. Greeson also founded The Samaritan Innovative Science Foundation (SISF) for the purpose of bringing lifesaving AIDS drugs to improverished children in developing countries. SISF has garnered the attention and support of community leaders, celebrities, and philanthropists alike.

GETTING PERSONAL Janet Greeson, Ph.D., is CEO and President of Samaritan Pharmaceuticals Inc. (smaritanpharma.com), Las Vegas. She has worked with Samaritan for 12 years (as CEO for the past seven). Dr. Greeson has an eclectic background and more than 20 years of experience in the healthcare industry, from working as a consultant for HealthCare Corps., to helping to facilitate the acquisition of several psychiatric hospital units while under contract with Columbia/HCA, to founding and initiating treatment centers and half-way houses. She has served former First Lady Nancy Reagan as a regional coordinator in the "Just Say No" campaign against the use of illegal drugs by teenagers; served on the board of Overeaters Anonymous International; worked with Mother Theresa to develop a rehabilitation facility for heroin addicts in Rome; been a Congressional nominee for the United States Congress from the State of Nevada in 1994; and is a best-selling author of self-help books.

#### **POINT OF PRINCIPLE**

Jay Katz's approach to business and relationships is built on the same principles: honesty, fairness, integrity, flexibility, and collaboration.

Building a business based on core principles — honesty, fairness, integrity, flexibility, and collaboration — has enabled Jay Katz to form positive business relationships that span years.

The Rockpointe journey began when a good friend, Tom Sullivan, the president and founder of Rockpointe, turned to Mr. Katz for help in refocusing the competencies of the company. Together, the two men built an enterprise focused on strong scientific expertise, precision project execution, and outstanding creative and instructional design.

The culture of the organization was a central focus to Mr. Katz's vision, and he has helped to craft a truly collaborative environment that moves forward through teamwork and support and encourages free expression.

Mr. Katz also has a keen eye for spotting good talent, and he was able to recruit strong and experienced professionals to join the Rockpointe team.

His leadership approach combines lessons learned with a personal outlook. Some years ago John Dill, then president of Mosby Yearbook, shared his philosophy on leadership with Mr. Katz and the lesson has stuck: hire the best people and fight to empower them and help them be successful. He carries out this lesson while applying his own style and characteristics — faithful, in that he is supportive, reliable, and loyal to his colleagues; and passionate in the way he generates excitement around ideas or a vision. But Mr. Katz is humble, eschewing the spotlight and prefers to talk about the company rather than himself. As Rockpointe's CEO, this is a role he considers to be the highlight of his career.

He encourages colleagues to share successes and disappointments and to challenge one another to push beyond the status quo. Experimentation, risk taking, and innovation are all part of Mr. Katz's corporate architecture, and he works hard to keep his staff happy and provide meaningful opportunities for a strong work/life balance.

Mr. Katz is able to provide clients with a unique perspective and to anticipate trends and needs



#### FAITHFUL.

NAME: Jay Katz

TITLE: CEO

**COMPANY:** Rockpointe Corp.

**EDUCATION:** B.A., Political Science, State University of New York at Binghamton; M.A., Public Health Administration and Planning, The George Washington University

**PLACE OF BIRTH:** New York

**ON HIS READING LIST:** Washington Post, Wall Street Journal, Business Week, PharmaVOICE, Medscape, MedPage Today, several association e-newsletters, numerous blogs, Tennis, Sports Illustrated, Vanity Fair, Rolling Stone, CD liner notes, menus, wine reviews

thanks to his varied and interesting career in medical communication, which spans entrepreneurship, leader of a small business, leader of a division of a large company, and a business development consultant to several companies.

And when he looks for inspiration, Mr. Katz finds it in those who struggle, sacrifice, and take risks in the pursuit of their goals, including people who have been challenged with physical, economic, and social obstacles. He takes those lessons home with him, telling his kids that "good enough" usually isn't good enough.

**GETTING PERSONAL** Jay Katz is CEO of Rockpointe Corp. (rockpointe.com), Columbia, Md., a science-based medical communications company whose clinical specialists, educators, and creative experts collaborate with national thought leaders to create integrated educational initiatives that are innovative, engaging, and clinically relevant. Before joining Rockpointe, a privately held company, in 2004, Mr. Katz was a Senior VP at Mosby-Year Book/Elsevier.

Jay KATZ





#### Dave Mott pursues opportunities to their fullest. That much was evident in the deal he arranged between Med-Immune and AstraZeneca.

Not only did he bring about the \$15.6 billion sale of the biotech company to AstraZeneca, he also was instrumental in orchestrating a deal that allowed MedImmune to continue to operate independently.

As a result, MedImmune has retained its entrepreneurial culture and can now leverage the resources of AstraZeneca as the pharmaceutical company's global biologics unit. It's a match made in heaven, winning the accolades of analysts, shareholders, employees, and industry peers.

The deal thrilled MedImmune employees and doubled MedImmune's pipeline to include more than 100 research projects and more than a dozen clinical product candidates.

In his eight years at the helm, Mr. Mott guided Medlmmune from a small, pioneering biotech company to AstraZeneca's worldwide biologics powerhouse.

Combining his experience in investment banking, economics, government, and healthcare with strong leadership and communications, he deftly guided MedImmune through extraordinary change.

During the delicate and complicated selling process, Mr.

Mott was focused on balancing myriad employee concerns: morale, confidentiality, shareholder impatience, and his longtime advocacy for Medlmmune's independence. He proved he was up to the task of assessing options and balancing opportunities.

During his tenure as CEO, he lived the company's service credo of focusing on children, education, and philanthropic activities, and he encouraged his employees to do the same.

One of the things that makes Mr. Mott such a capable and thoughtful leader is his emphasis on continually learning new skills and consuming more knowledge. And he ensures he has the energy to do this by taking fitness to the next level.

Mr. Mott has a high-profile stature within the biotechnology industry, serving on the board of directors of the Biotechnology Industry Organization (BIO), the Technology Council of Maryland, MdBio, Rib-X Pharmaceuticals, and Shire Pharmaceuticals.

As this July/August PV 100 special issue was

going to press, AstraZeneca made the announcement that Mr. Mott has decided to leave MedImmune at the end of July. No doubt, he will aptly land on his feet in style.

**GETTING PERSONAL** In October 2000, David M. Mott became the CEO of MedImmune (medimmune.com), Gaithersburg, Md. He joined the company in April 1992 as VP, with responsibility for business development, strategic planning, and investor relations. In the eight years before he became CEO, Mr. Mott had responsibility for the medical and regulatory groups, and he has served as Chief Financial Officer, Chief Operating Officer, and President. Following AstraZeneca's acquisition of MedImmune in June 2007, Mr. Mott continued in his role as CEO and President of Med-Immune in addition to serving as Executive VP of AstraZeneca and a member of AstraZeneca's senior executive team. Before joining MedImmune, Mr. Mott was a VP in the Health Care Investment Banking Group at Smith Barney, Harris Upham & Co. Inc. Mr. Mott is a member of the boards of directors of Rib-X Pharmaceuticals, Shire Plc., and Ambit Biosciences. Additionally, he serves on the boards of directors of Chatham House, the Biotechnology Industry Organization (BIO), the Technology Council of Maryland, and MdBio.



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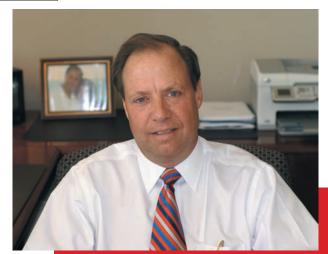
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# Bill POLLOCK

# Bill Pollock is a true leader, showing every day how to do great work and maintain a life balance.

#### THE PERSONAL TOUCH

While demonstrating a remarkable track record for growing companies, Bill Pollock never loses sight of the personal side of the business.

A man of integrity and character, Mr. Pollock realizes that the company will not be successful unless all of his employees are happy and want the company to succeed. He promotes a culture of accountability, excellent customer care, and fun. This approach has become so synonymous with Mr. Pollock and Pharmagistics that clients talk about the "Pharmagistics smile," the happy smile that comes from knowing the company will go the extra mile to deliver not only what it promises, but that much more.

Mr. Pollock has a knack for spotting talent, and he encourages people to assume responsibility so they can grow.

His achievements in the industry are considerable. He started one of the first contract sales organizations, Healthcare Promotions, which evenutally became Ventiv Health US Sales, establishing it as one of the market-leading CSOs, before he once again had a vision for the future.

Mr. Pollock recognized there would come a time when pharma would employ fewer sales people and would need to find strategies and tactics to reach healthcare professionals effectively without representatives. He also realized that with or without representatives, all communications and interactions with professionals would have to meet

ever-demanding and changing compliance guidelines. The result was the founding of Pharmagistics, which leverages technology to efficiently deal with the complexity of adhering to sample compliance regulations.

Under the leadership of Mr. Pollock, Pharmagistics created Web-based portals that allow clients to track and monitor vast quantities of information in real time. Pharmagistics is now part of the Publicis Healthcare Communications Group, and Mr. Pollock is further expanding the company's services by leading the development of a message delivery team that is on the forefront of technology, compliance, and high-end client service.

One of the toughest tasks Mr. Pollock has faced is developing this new sales, marketing, and commercialization paradigm, but he maintains the industry's greatest hope of advancement lies is accepting that technology will be the key factor in driving this new model.

He leads with clear values: respect for others, a shared vision, and commitment to excellence.

Mr. Pollock also believes in giving back to the community and is very active in numerous organizations, for example the SAFE in Hunterdon foundation, which serves women, men, and families in crisis, where he serves as a board director. He is eager to become more involved in activities that allow him to give back to the community.

While constantly demonstrating how to do great work, Mr. Pollock ensures a balance in life and encourages his employees to do the same. He is a dedicated husband, father, and grandfather. Just ask to see pictures and his eyes sparkle

as he gets out the shots. He enjoys every moment with his family and encourages his leaders to do the same.

**GETTING PERSONAL** William C. Pollock is CEO and President of Pharmagistics (pharmagistics.com), Somerset, N.J., a division of Publicis Healthcare Communications Group. Before founding Pharmagistics in 2002, Mr. Pollock was President and Cofounder of Ventiv Health U.S. Sales, establishing it as a marketleading contract sales organization within the United States. Previously, he was President, Co-owner, and CEO of Healthcare Promotions, which specialized in contract sales, strategic consulting services, and sales training and management development programs. In addition, Mr. Pollock has had broad experience in the pharma industry, working for companies such as Schering-Plough, Johnson & Johnson and Advacare

#### DETERMINED.

NAME: William Pollock

TITLE: President and CEO

**COMPANY:** Pharmagistics Group

**EDUCATION:** B.S. Biology/Chemistry, Elmira College/Fairleigh Dickenson University

**DATE AND PLACE OF BIRTH:** Sept. 20, 1953; Plainfield. N.J.

**ON HIS READING LIST:** John Adams, by David McCullough; Team of Rivals, by Doris Kearns Goodwin

**FAMILY:** Married, three children, and two grandchildren — Tyler and Lily

 $\textbf{FIRST JOB:} Cosmetic \ chemist \ at \ Carter-Wallace$ 

HOBBIES: Golf, golf, and golf

THE MOST SIGNIFICANT INFLUENCE IN HIS CAREER: His father, who taught him to appreciate the uniqueness and value in all people