

The Entrepreneurs

STARTING A BUSINESS IS EASY. MAKING IT SUCCESSFUL IS ANOTHER STORY. These innovative, forward-thinking executives have not only carved out a niche in the life sciences, in many cases creating a whole new business area, but have successfully steered their companies to new heights.

WOMEN'S ADVOCATE BLAZES A PATH

By founding FemmePharma Gerianne Tringali DiPiano has demonstrated a profound commitment to women and their health.

The quality of life for women around the world could be substantially improved as a result of Gerianne Tringali DiPiano's dedication to developing products that improve their health.

An empowering role model for women and business people in general, Ms. DiPiano demonstrates the ability of women to be committed entrepreneurs, especially in a demanding and highly regulated field such as the pharmaceutical industry, where commercial success can take a decade or more. In founding FemmePharma Global Healthcare in 1996, Ms. DiPiano demonstrated her profound commitment to women and their health. The company focuses on treatments for urinary incontinence, fibrocystic breast disease, dysfunctional uterine bleeding, and other conditions. She is the lead inventor on numerous FemmePharma patents and developer of drug formulations that minimize side effects without sacrificing efficacy.

She chairs the company's scientific advisory board and is involved in all aspects of the company's operations, including research, drug development, clinical development, and commercial operations. In addition, Ms. DiPiano personally secured the vast majority of financing for the company and continues to be its lead fundraiser.

Though starting a business is time-consuming, Ms. DiPiano balances her role at work with community involvement. Education is fundamental to Ms. DiPiano's philosophy, and she serves on the board of many academic institutions as well as health-focused organizations.

Her concern for fair treatment of women extends beyond healthcare; she is a

trustee of the Women's Law Project, a nonprofit public interest legal advocacy group. She also was named one of "Pennsylvania's Best 50 Women in Business" by Gov. Edward G. Rendell and five Pennsylvania business journals. The award is given to women who are not only business leaders, but who are making valuable contributions to Pennsylvania's future through their efforts to positively influence the state's economic future. She is also a strong supporter of local and national charities, including the Multiple Sclerosis Society, which has honored her with the MS Leadership Award.

Her faith is also central to her and she draws on this in the way she leads, always striving to improve and, as she puts it, teach her team how to fish. Through her determination, achievements, and willingness to give of herself, Ms. DiPiano is an outstanding example to others.

GETTING PERSONAL Gerianne Tringali DiPiano is Founder, Chairman, President, and CEO of FemmePharma Global Healthcare Inc. (femmepharma.com), Wayne, Pa., which is devoted to developing drugs for diseases and disorders disproportionately affecting women throughout the world. Ms. DiPiano has more than 20 years of experience in the healthcare industry, including time spent at several multinational companies. She has worked in such areas as sales, marketing, market and systems planning, medical affairs, new product developing, licensing, and business development. In addition to her industry experience, Ms. DiPiano has held academic appointments at St. Joseph's University as Director of the MBA program and adjunct professor of marketing. Currently, Ms. DiPiano is Executive Vice Chairperson on the Board of Trustees for Drexel University. She is on the Corporate Advisory Board of the Society for Gynecologic Investigation, the Editorial Advisory Board of Biotechnology Healthcare, Academy of Notre Dame de Namur, The Women's Law Project of Pennsylvania, the Advisory Board for the School of Public Health, Drexel University, and the Temple University School of Allied Health Professions Board of Visitors.

NAME: Gerianne Tringali DiPiano

TITLE: President and CEO

COMPANY: FemmePharma Global Healthcare Inc.

EDUCATION: B.A., Marquette University; MBA, St. Joseph's University

PLACE OF BIRTH: Baltimore

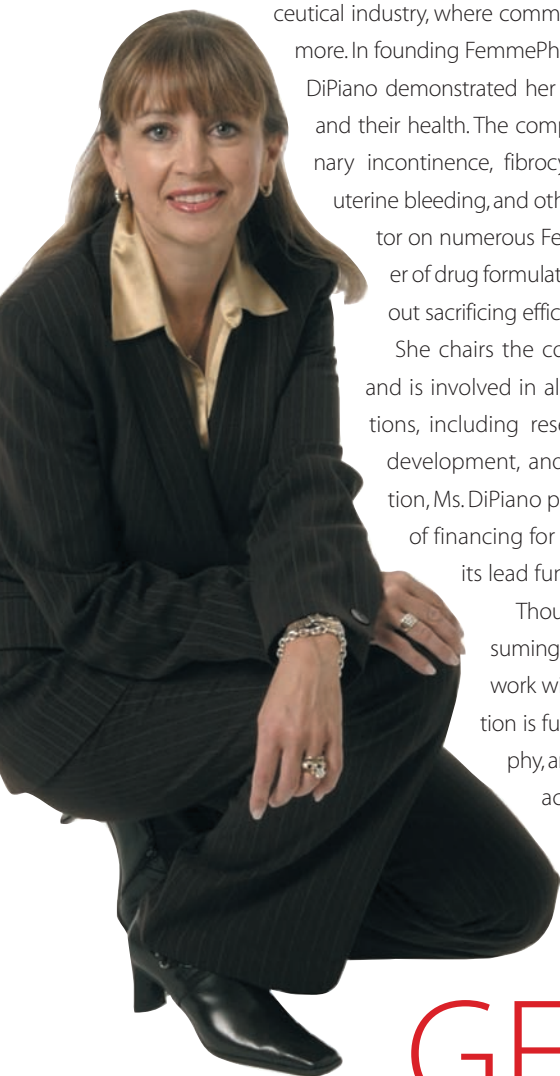
FAMILY: Husband Michael DiPiano Jr.; one daughter, Erin Maria Tringali, 13; two dogs, Dolce Gabbana and Ginny Weasley; she is the oldest of five children, her parents are Joseph and Connie Tringali

HOBBIES: Playing guitar, horseback riding, running/working out

THE MOST SIGNIFICANT INFLUENCE IN HER CAREER: Her Dad, who taught her the rules: 1st God, 2nd Family; 3rd Business ... it works

TENACIOUS.

ANALYTICAL.



GERIANNE DIPIANO

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Howard **STEINBERG**

DIABETES CHAMPION MAKES THE CONNECTION

It is a rare corporate leader who can provide meaning and support to so many, while garnering the respect of the health community. Howard Steinberg is such a leader; he has had a positive effect on millions of people with diabetes.

Diagnosed with Type 1 diabetes at the age of 10, Mr. Steinberg has turned a life-long challenge into a quest to improve the lives of people living with dia-

betes. He recognized that diabetes is more than a disease; it is a lifestyle, affecting how people live every hour of every day. Aware of how disconnected and poorly informed people with diabetes are, Mr. Steinberg used his entrepreneurial business skills to build a community that provides the lifestyle information and resources diabetics need to remove some of the desperation and isolation of managing their disease. The result is the mass-media resource dLife, which was created four years ago to be a community connection via a weekly TV program, a Website, and a host of other media channels. Mr. Steinberg has provided an avenue for people with diabetes to become motivated, educated, and connected as a group. In so doing, he has brought his vision to fruition.

The dLife Website, television program on CNBC (Sunday nights at 7 p.m. EST), newsletters, radio vignettes, and more provide the latest information to empower the millions with diabetes to live better and healthier. The TV program motivates people to accept responsibility for managing their disease using celebrity and athlete stories, as well as showing ordinary people successfully, and sometimes not so successfully, living with

diabetes, and by offering practical advice for healthy living.

The Website offers more than 12,000 pages, active forums, 10,000 recipes, and 400-plus videos bringing depth to subjects discussed on TV in a manner unavailable elsewhere, and with a focus on the practical, day-to-day realities of living a diabetes lifestyle.

Mr. Steinberg's network has achieved a host of awards, including 13 Telly Awards for cable TV excellence, 11 National Health Information Awards, and the Eli Lilly, Lilly for Life Award for Diabetes Journalism, recognizing the quality of the content, and more importantly, the impact on millions of children and adults living with diabetes.

Getting dLife to where it is today has been rewarding, but also a true challenge. Raising funds, getting a TV show on the air, building a great Website, and enlisting sponsors was not easy, Mr. Steinberg says, particularly given the scientific data-driven nature of the healthcare industry. Launching a new consumer paradigm in an industry characterized by risk aversion and quantitatively driven decision making does not happen over night, and he has had to be aggressive in making his case for this type of consumer dialogue.

His ingenuity in creating a new paradigm of health information delivery, and his dogged persistence in ensuring its success, makes him a driving force in the life-sciences industry. Mr. Steinberg sets the leadership tone for all who work with him, both internally as well as within the diabetes community, and he brings out the best in those who truly care about making a difference in the diabetes community. His mission is to engage the consumer at every touch point; he maintains that personal diabetes management needs to be available at point-of-need, not just point-of-care, and will ultimately be enabled by technology.

Direct and transparent in all he does, Mr. Steinberg argues it is a waste of time to dance around subjects, overthink things, or get stuck in the mire of politics, process, and pandering. Rather, he likes solving problems, getting things done, and moving on to the next challenge.

People make many choices throughout their lives, and Mr. Steinberg has found a way to help others using an innovative business model.

GETTING PERSONAL Howard Steinberg is Founder and CEO of dLife — For Your Diabetes Life! (dlife.com), Westport, Conn., which he founded in early 2004. Mr. Steinberg started his career in consumer product marketing, spending several years at Pepsi, serving in brand and marketing management positions. In 1989, he founded his own agency, Source Marketing. By 1998, Source had grown to become a leader in the promotional marketing industry, and he sold a majority interest to a large marketing services company in Canada, MDC Corp. He stayed on as CEO of Source through 2004 when he started dLife.

Having seen the devastation of diabetes firsthand, visionary marketer Howard Steinberg built a mass-media outlet providing information, resources, and connections for the 24 million Americans with diabetes that mainstream media outlets don't.

TRANSPARENT.

NAME: Howard Steinberg

TITLE: Founder and CEO

COMPANY: dLife — For Your Diabetes Life!

EDUCATION: B.S., Management, New York University; MBA, Marketing, New York University

DATE OF BIRTH: Aug. 23, 1958

ON HIS READING LIST: The Last Campaign, by Thurston Clarke

FAMILY: Wife of 25 years, Tracey; three daughters: Sarah, 23, Anna, 21, and Ruby, 11

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Excellence & Respect

Dr. Christoph Westphal has created a unique culture at Sirtris, one that encourages creativity and rewards the values of cooperation, excellence, trust, respect, and urgency.

A visionary who is also people-focused, Dr. Christoph Westphal puts his money where his mouth is when it comes to

applying breakthrough science to create novel therapeutics.

Over the past 15 years, Dr. Westphal has been instrumental in cofounding and running four biotechnology companies. It has been noted that Dr. Westphal "is one of the few with the ability to meld the theories of academia with the practicality of capitalism."

Among the innovative pharmaceutical companies that he has founded as CEO are: Momena Pharmaceuticals, which is exploring the treatment of disease through sugars and complex biomolecules; Alnylam Pharmaceuticals, which is focused on RNAi therapeutics; and, most recently, Sirtris Pharmaceuticals, which is focused on discovering and developing proprietary, orally available, small-molecule drugs with the potential to treat diseases associated with aging, including metabolic diseases such as Type 2 diabetes. Sirtris drug candidates are designed to mimic certain beneficial health effects of calorie restriction, without requiring a change in eating habits, by activation of sirtuins, a recently discovered class of enzymes that appear to control the aging process.

Dr. Westphal has created a unique culture at Sirtris, one that encourages creativity and rewards the company's values of cooperation, excellence, trust, respect, and urgency. He has rallied employees around the company's unrelenting commitment to excellence in all aspects of its scientific and business conduct, rigorous pursuit of scientific innovation, and objective decision-making. He leads by example and his enthusiasm for the mission and his dedication help his colleagues achieve their goals.

With the company's June 2008 sale to GlaxoSmithKline, the opportunity to advance science has been greatly enhanced.

Beyond his entrepreneurial gift for creating innovative companies, Dr. Westphal has made a significant contribution to the Massachusetts life-sciences community and has received a number of academic and entrepreneurial awards.

Moreover, he was awarded Ernst & Young's New England Entrepreneur of the Year award in the Biopharmaceutical category in 2006, and he received Mass High Tech's All Star Award in 2007 for his contributions to the life-sciences industry.

He is accomplished on many more levels: he speaks four languages fluently — English, German, Spanish, and French — and plays the cello.

GETTING PERSONAL Christoph Westphal, M.D., Ph.D., is Cofounder and CEO of Sirtris Pharmaceuticals Inc. (sirtrispharma.com), Cambridge, Mass., a GlaxoSmithKline company. Dr. Westphal founded the company in 2004 to focus on medicines for diseases of aging. Previously, Dr. Westphal cofounded as CEO Alnylam Pharmaceuticals and Momena Pharmaceuticals. He was formerly a consultant with McKinsey and a general partner in a venture capital fund. He has been lead or senior author on several patent applications and papers in journals such as *Cell*, *Nature*, and *Nature Genetics*.

NAME: Christoph Westphal, M.D., Ph.D.

TITLE: Cofounder, CEO, and Vice Chairman

COMPANY: Sirtris Pharmaceuticals Inc.

EDUCATION: B.A., Summa Cum Laude and Phi Beta Kappa, Columbia University; M.D., Harvard Medical School; Ph.D., Genetics, Harvard University

DATE AND PLACE OF BIRTH: March 16, 1968; La Jolla, Calif.

ON HIS READING LIST: Catch 22, by Joseph Heller

FAMILY: Wife and three children

HOBBIES: Tennis, cello, playing with his kids

ENTHUSIASTIC.

DEDICATED.

PACE OF CHANGE

By the age of 33, Chris Porter had traversed the worlds of CRO business development, pharmaceutical sales and marketing, life-sciences venture capital, and clinical research drug safety management, and he had cofounded a clinical-trials technology company.

And while these are remarkable achievements, what fuels Mr. Porter is his ability to spot industry challenges and his belief that that within these challenges exists great opportunities.

His pharmaceutical and CRO experience taught him that clinical research can and must be done more efficiently and he is passionate about uncovering ways to improve the model and wring out the excessive costs.

It is this passion that encouraged him to quit his job and cofound Clinipace, despite the fact that he would have to forgo a salary for more than a year just two months before his first child was born. What most excited him was the creative challenge of starting a company and the thought of tackling issues with existing software offerings, and in turn providing solutions to some of the problems in outsourced clinical research. It certainly helps that Mr. Porter is a natural optimist, believing that great things begin with positive thinking. He approaches each day as an opportunity to better himself, and through his efforts at Clinipace, the industry one study at a time.

Convincing companies big and small to reengineer processes around e-clinical software and work with an up-and-coming company are challenges Mr. Porter has thrived on. When confronted with reservations, Mr. Porter always stays the course, learning the concerns potential clients might have and helping them to rethink past practices. In doing so, he has made many a convert and demonstrated legitimate cost savings in the process.

Four years later, his belief is unwavering and his vision for making enterprise e-clinical software viable for even the smallest client running the smallest study is getting traction. His goal is to fundamentally change the game.

Beyond his work at Clinipace, Mr. Porter is focused with his partners on improving the outsourced clinical research model generally and is committed to

Dr. CHRISTOPH Westphal

deploying alternative business models that, while disruptive to today's status quo, would substantially improve the process and result in real value derived for sponsors.

Achieving these goals takes leadership and Mr. Porter's approach to getting the job done has won the support of his staff. His employees know they can rely on him to both defend and challenge them. Building a company from the ground up is no small challenge, and Mr. Porter is tireless in his pursuit of excellence. His energy appears endless, and his work ethic and approach to daily life are contagious. These traits trickle down through the company, inspiring everyone to work just as hard and to tackle the next challenge with relish. He surrounds himself with other inspirational individuals, those who are loyal, have a strong work ethic, are adept communicators, demonstrate keen judgment and a passion for life, and maintain a sense of humor.

Mr. Porter's own determined work ethic was learned from his parents, who came from modest means. His mother, Jane, was a schoolteacher and supported his father through law school after his service in the Marine Corp. Thanks to both of their hard work and commitment, Mr. Porter's father, Travis, enjoyed a long and successful

Chris Porter's passion to take clinical research technology to the next level has been a driving force in moving Clinipace from a handful of people with a plan to a growing, evolving, and successful company.



career as an attorney, working up until the day he passed away.

Out of the office, Mr. Porter has been involved in many organizations and activities from coaching youth soccer to organizing political fundraisers. In 2007, recognizing the need to create a forum for entrepreneurs in North Carolina to make their voices heard by state government he founded Entrepreneurs for North Carolina (E4NC), a group that has been working with Lt. Governor Bev Perdue, who is also a candidate for governor on issues germane to entrepreneurship. This provided a unique opportunity for entrepreneurs in North Carolina to contribute to defining key issues during this election year and establishing a conduit to key state leaders in North Carolina going forward.

Mr. Porter's focus, effort, and ability to pull together a representative group and mold it into a body that could advocate for small busi-

ness in a clear and concise manner demonstrates his leadership skills on a personal and professional level.

GETTING PERSONAL Christopher K. Porter is Chief Operating Officer and Cofounder of Clinipace Inc. (clinipace.com), Morrisville, N.C., leading the sales, professional services, finance, and information technology infrastructure teams. Before founding Clinipace, Mr. Porter served as VP of Corporate Development and Legal Affairs for Drug Safety Alliance Inc. (DSA). He also has served as Group Manager of the Siebel Venture Group, Siebel Systems, joining the company after Siebel's acquisition of OpenSite Technologies where he was the original member of the business development group. Mr. Porter has held various other positions in the life-sciences industry, including positions in sales and marketing for Glaxo Inc. and Quintiles Transnational, and Manager of Legal and Business Affairs for AM Pappas & Associates.



To access a FREE Podcast featuring Chris Porter of Clinipace go to pharmavoice.com/podcasts.

NAME: Chris Porter

TITLE: Chief Operating Officer

COMPANY: Clinipace Inc.

EDUCATION: B.A., Journalism and Advertising, 1992, J.D. and MBA, 1998, University of North Carolina, Chapel Hill

DATE AND PLACE OF BIRTH: July 25, 1970; Durham, N.C.

ON HIS READING LIST: A Coach's Life, by Dean E. Smith; The Greatest Generation, by Tom Brokaw; The Art of the Start, by Guy Kawasaki

FAMILY: A very supportive wife, Jennifer Marie, two young sons, 4, and 1 month

FIRST JOB: Washing cars at a local car dealership (they neglected to tell him when he took the job that cleaning the garage bathroom was part of the job description)

HOBBIES: Surfing, running, fishing, golfing

COMPETITIVE.

OPTIMISTIC.

Chris Porter

BEATING RESISTANCE

NAME: Ramin (Ron) Najafi, Ph.D.**TITLE:** Founder, Chairman, and CEO**COMPANY:** NovaBay Pharmaceuticals Inc.**EDUCATION:** B.S. and M.S., Chemistry, University of San Francisco; Ph.D., University of California – Davis**DATE AND PLACE OF BIRTH:** July 25, 1958; Tehran, Iran**ON HIS READING LIST:** *Winning*, by Jack Welch; *The Alchemist*, by Paulo Coelho**FAMILY:** His wife, who is the CEO of his first company, CP Lab Safety; three beautiful daughters: Anahita, 13, Ariana, 11, and Leela, 9**FIRST JOB:** At the age of 16, selling pharmaceutical products for his father in Tehran; his first job after receiving his Ph.D. in chemistry was at Aldrich Chemical Company in Sheboygan, Wis.**HOBBIES:** Sailing

TENACIOUS.

IMPATIENT.

Dr. RON NAJAFI

DR. RON NAJAFI IS AN INNOVATIVE CHEMIST AND DEVELOPER OF NEW MOLECULES THAT HAVE THE POTENTIAL TO GREATLY BENEFIT PEOPLE WORLDWIDE.

Entrepreneur and scientist Dr. Ron Najafi is a man on a mission, and he's taking the bull by the horns in his determination to see his goal realized: creating a paradigm shift in how antibiotics are used.

With antibiotic resistance on the rise and infections that are currently curable at risk of becoming incurable, Dr. Najafi founded NovaBay Pharmaceuticals, a biopharmaceutical company, to destroy a range of disease-causing bacteria. His team is investigating a topical antimicrobial treatment using the chemical created in white blood cells. If all goes according to plan, the product — NVC-422 — will become a milestone in the fight against infectious diseases.

Drug development is a slow process and Dr. Najafi is impatient to see his goal realized, so he impresses upon his team the need to find ways of moving things forward faster while being fully cognizant of the need to put safety first. If anyone has the will to make this goal a reality it is Dr. Najafi.

To this tenacious leader “no” means “not now,” and he just doesn’t give up easily. His can-do attitude and belief that success is based on not giving up are contagious.

He maintains that with innovation, everything happens twice: once in the head and again in reality. He has put that approach to work before, founding CP Lab

Safety in 1996 to manufacture and market a safety ecological funnel for pollution prevention in chemistry laboratories. He single-handedly highlighted a problem in the chemistry laboratory, found a solution, and helped make it a standard of use in pharmaceutical and chemical laboratories.

In addition to the work on NVC-422, Dr. Najafi also is kept busy working with Alcon to develop products for treating eye, ear, and sinus infections, and with Kinetic Concepts for wound-care products.

Truly committed to innovation and life-saving breakthroughs, Dr. Najafi believes the industry’s greatest purpose is its contribution to saving millions of lives, and he cites the invention of novel drugs such as Bayer’s sulfa drugs — synthesized in 1932 — and later the discovery of antibiotics as defining moments.

In that same mode, he is determined to make NovaBay a revenue-generating enterprise by getting products to market that save and improve lives by preventing or treating infections, whether bacterial, viral, or fungal.

To invigorate innovative R&D, he urges

greater investment by big pharma in early research as well as expanded patent life on pharmaceuticals.

A gifted scientist with remarkable entrepreneurial flare, Dr. Najafi is making an enormous contribution to the wisdom and skill base of American science and to the extremely difficult task of bridging the gap between basic and applied research and commercialization.

Because of his dedication to the eradication of various infections, Dr. Najafi has become an inspiration not only to NovaBay and its employees and board, but also to the community of scholars and business leaders with whom he works.

GETTING PERSONAL Ramin (Ron) Najafi, Ph.D., is Chairman and CEO of NovaBay Pharmaceuticals Inc. (novabay.com), Emeryville, Calif., a company he founded in 2000. He has served as President, Chairman, and Chief Scientific Officer of the company since July 2002, and as CEO since November 2004. Previously, Dr. Najafi served in various management positions within the company, including Chief Scientific Officer. Before NovaBay, Dr. Najafi was the President and CEO of California Pacific Labs Inc. (now CP Lab Safety), a chemical laboratory safety devices company he founded in 1996. He also held scientific roles at Rhone-Poulenc Rorer (now Sanofi-Aventis); Applied Biosystems, a division of PerkinElmer Inc.; and Aldrich Chemical. At Applied Biosystems, he was the recipient of the PerkinElmer/Applied Biosystem President’s Award for Innovative Discoveries in Chemistry (1995) for his work on molecules that are used to make DNA.



DON'T SETTLE FOR ONCE IN A WHILE

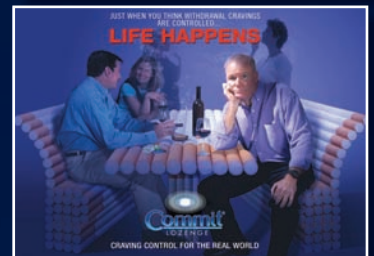
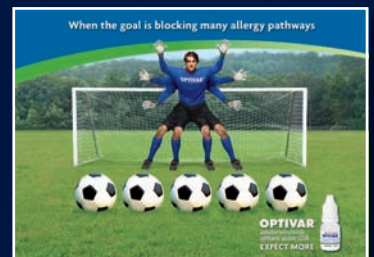
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IMAGINE THE POSSIBILITIES





Sandeep Shah is a pioneer in the use of handheld devices in healthcare, helping to put medical content into the hands of healthcare professionals.

Sandeep SHAH

HANDING KNOWLEDGE TO PHYSICIANS

As Sandeep Shah watched his wife, a cardiologist, tote around heavy medical texts, he knew there had to be a better way. It was just as Apple Newton, one of the earliest handheld devices, appeared on the scene. Mr. Shah quickly put two and two together: a mobile device, with appropriate software, could bring all of the trusted content in his wife's medical books right to the point of care in a much easier and more useful package.

After conducting a successful pilot study with the Brigham and Women's Hospital in Boston on the use of handheld devices in clinical settings, he founded Skyscape to make his vision a reality.

Today, 15 years later, Skyscape is used daily by more than 800,000 healthcare professionals, who access the content of more than 50 of the leading medical publishers, professional societies, and government agencies via the Skyscape software platform.

Mr. Shah's passion, enthusiasm, and commitment for intuitive, user-friendly technology and his ability to paint a picture of his forward-thinking ideas excites and empowers employees and customers alike. By designing software to work the way physicians work, he has helped make the presence of mobile devices in healthcare as ubiquitous as that of the stethoscope.

In addition, Skyscape has been working with many pharmaceutical companies to help them reach their target audience via the mobile device. In so doing, Mr. Shah has successfully demonstrated how to walk the fine line between the need for clinically relevant services and the pressure to communicate the brand message.

He has a unique vantage point from which to deliver handheld solutions, gleaned through a combination of his technology background, strategic vision, market savvy, and years of providing consistent leadership.

And he is always on the lookout for new ideas and creative thinking — whether a commercial, billboard, a piece of art, or a Website — in his search for the next opportunity for pioneering initiatives.

Creativity and integrity are the qualities Mr. Shah most admires and seeks out in his dealings with others. In his own approach to relationships and leadership, Mr. Shah tries to work in a collaborative and constructive fashion. Leadership, he maintains, is what makes progress possible.

Outside of work, Mr. Shah attacks life with as much vigor as he does at work. He has hang glided, parasailed, skydived, ocean kayaked, bungee jumped, heli hiked, and taken a safari. During his time at IIT in Bombay, Mr. Shah was involved in the mountaineering club and led an expedition that succeeded in the first Indian climb of the Avalanche Peak, more than 20,000 feet, and conceived and led an adventure program for novice students to do 10-day treks in the Himalayas. Last year, after more than a 20-year hiatus

from adventure climbing, he and his family climbed Kilimanjaro, the highest peak in Africa.

GETTING PERSONAL Sandeep Shah is Founder, President, and CEO of Skyscape Inc. (skyscape.com), Marlborough, Mass. Before focusing on mobile applications, Mr. Shah was involved with operating system kernels, networking, and parallel computers. He has worked closely with Apple, Microsoft, Digital, Logica (UK), Hitachi, and Wang. Mr. Shah started his professional career as a Project Engineer in the Computer Science & Engineering Department at the Indian Institute of Technology, Bombay.



To access a FREE Podcast on the topic of mobile devices, featuring Sandeep Shah, go to pharmavoice.com/podcasts.

NAME: Sandeep Shah

TITLE: Founder, President, and CEO

COMPANY: Skyscape Inc.

EDUCATION: B.Tech. (EE), M.Tech. (CS), Indian Institute of Technology, Bombay

DATE AND PLACE OF BIRTH: Jan. 31, 1960; Ahmedabad, India

ON HIS READING LIST: Good to Great, by Jim Collins; Purple Cow, by Seth Godin; How Doctors Think, by Jerome Groopman, M.D.

FIRST JOB: Project Engineer, Indian Institute of Technology, Bombay

FORWARD-THINKING.

PERCEPTIVE.

GLOBAL FAMILY TREE

Simon Chin always looks at the big picture first and then quickly drills down to what's best for patients.

Personalized medicine has a true champion in Simon Chin. Inspired by the human genome project and propelled by a desire to develop targeted medicines for patients, he founded Iris BioTechnologies, a public company that received the coveted 2008 Frost and Sullivan North American Technology Innovation Award in Pharmacogenomics.

He recruited key talent from top academic institutions. Mr. Chin chose funding from angel investors instead of traditional VC avenues to allow greater autonomy in developing a medical platform that would play a key role in transforming the way medicine is practiced.

To further these goals, Mr. Chin launched a comprehensive personal lifestyle and medical history survey in May to collate medical and lifestyle data. This is a prelude to building an international database called BioWindows, a diagnostic and prognostic system that determines the most appropriate therapy based on genomic, family history, and extensive lifestyle information for the major diseases affecting the industrialized world.

With an initial focus on breast cancer, Iris BioTechnologies is the first company to focus on using gene profiling along with key personal and lifestyle information and has developed a biochip to identify gene expression patterns in the multiple varieties of breast cancer.

His entrepreneurial journey into the world of nano-biochip technologies began with DNA Laboratories, which he founded after his father was diagnosed with prostate cancer. He drew on his many years of experience with microchips as well as his experience over the years in leading sales teams and working with a global network of distributors to help build his companies and deliver successful solutions.

A believer in collaboration to further healthcare goals, Mr. Chin says personalized medicine will benefit from key players working together. This is critical as baby boomers become senior citizens, placing an even greater strain on fragmented global healthcare systems.

SIMON CHIN



Much of his insight and inspiration comes from Nobel Laureate Dr. Glenn T. Seaborg, who mentored Mr. Chin and gave him the opportunity to do research with him at the Lawrence Berkeley National Laboratory in search of new super-heavy elements. When Mr. Chin was devastated by the passing of his beloved grandparents, Dr. Seaborg taught him how to refocus on his goals.

In turn, Mr. Chin tries to live by his mentor's example and encourages others to reach their potential. In addition to taking care of his family, he helps others as a member of Rotary International and as a board member of the Metro YMCA of Santa Clara Valley.

At the age of 48, he completed his first marathon to help raise funds for cancer research. He also has funded scholarships to help hundreds of students.

GETTING PERSONAL *Simon Chin is President, CEO, and Founder of Iris BioTechnologies Inc. (irisbiotech.com), Santa Clara, Calif., which specializes in detecting and analyzing gene and protein patterns to further personalize medicine. Previously, Mr. Chin was the CEO and Founder of DNA Laboratories, where he developed key nano-biochip technologies. He also held management positions at DuPont and other leading companies. Mr. Chin has two decades of U.S. and international experience in general administration, sales and marketing, technology development, and manufacturing within the biotech and semiconductor industries.*

NAME: Simon S.M. Chin

TITLE: Founder, President, and CEO

COMPANY: Iris BioTechnologies Inc.

EDUCATION: B.S., Chemical Engineering, University of California, Berkeley; MBA, Santa Clara University

PLACE OF BIRTH: Rangoon, Burma

ON HIS READING LIST: Bible and other religious texts, scientific journals, and books on leadership

PERSEVERANCE.

VISIONARY.

Jane Hollingsworth

Jane Hollingsworth is a strong voice and advocate for the industry and the millions of patients who suffer from neurological disorders.

A sophisticated, experienced serial entrepreneur, Jane Hollingsworth has successfully founded, grown, and managed two thriving specialty pharmaceutical companies — NuPathe and Auxilium (which completed its IPO in 2004) — and she has been a key senior management member of a fast-growing, multinational CRO.

Competitive by nature, with an undeterred commitment to advancing medicines in the field of neuroscience, Ms. Hollingsworth has a poised approach to conducting business.

Her conviction, passion, and leadership have inspired those around her, and they have helped lay the groundwork for breakthroughs in the treatment of neurological diseases.

As cofounder and CEO of NuPathe, Ms. Hollingsworth has worked tirelessly to identify the unmet needs of patients, their families, and clinicians and develop innovative therapeutics to advance treatment beyond what is achievable with current options. She has become a leading voice for developing and advancing technologies to revolutionize the treatment of neurological and psychiatric diseases, such as migraine, Parkinson's disease, and schizophrenia.

Ms. Hollingsworth also serves as an inspiration and as a role model for women entrepreneurs, particularly in the biotechnology space where men still considerably outnumber women and where raising funds is still easier for men.

Sticking to the belief that NuPathe has a responsibility to make a positive and lasting contribution toward furthering the goals of

MIND OVER MATTER



NAME: Jane Hollingsworth

TITLE: CEO

COMPANY: NuPathe Inc.

EDUCATION: B.A., Gettysburg College; J.D., Villanova Law School

PLACE OF BIRTH: Philadelphia

ON HER READING LIST: State of Denial, by Bob Woodward

FAMILY: Husband, Brad, and three sons, Jack, Kevin, and Bradford

FIRST JOB: English teacher in Spain

THE MOST SIGNIFICANT INFLUENCE IN HER CAREER: Her father, who was a real mentor

FORWARD-THINKING.

the industry, she has dedicated countless hours to industry initiatives, participating in panel discussions and conferences, and presenting testimony before the Pennsylvania Legislature to ultimately improve the overall quality of life for millions of patients who suffer from CNS-related diseases.

The company has raised almost \$50 million to date to fund the development of its pipeline and has made tremendous progress in less than three years of existence. Under Ms. Hollingsworth's leadership, NuPathe has advanced its lead product, NP101 — a novel transdermal formulation for the treatment of migraines — from concept through Phase I testing; the product is currently entering Phase III trials. Bringing the product to market is Ms. Hollingsworth's key goal and focus at present.

Ms. Hollingsworth says one of the biggest challenges life-sciences companies face is mitigating risk in drug development while being on the cutting edge of innovation.

She also recognizes that staying true to the company's goals, to herself, and to the people she works with means it's difficult to fail. This attitude has inspired all who have worked with her over the years.

GETTING PERSONAL *Jane Hollingsworth is the Cofounder and CEO of NuPathe Inc. (nupathe.com), Conshohocken, Pa., a specialty pharmaceutical company focused on treating neurological and psychiatric diseases. Before starting NuPathe in 2005, Ms. Hollingsworth was Cofounder, Director, Executive VP, Secretary, General Counsel, and Chief Compliance Officer for Auxilium Pharmaceuticals Inc. Previously, she was VP, Secretary, and General Counsel for Omnicare Clinical Research Inc. Before joining the healthcare business, Ms. Hollingsworth was a commercial litigator with Montgomery, McCracken, Walker & Rhoads. She also spent a year as Law Clerk to Federal Judge Jane R. Roth, U.S. District Court for the District of Delaware.*

Stan Woodland

Above Par Media (Planning) Magnet

Almost 20 years ago, Stan Woodland proposed an approach to communication planning and buying that continues to this day.

He took a huge leap in 1988 by forming Communications Media Inc., more commonly known as CMI, as an external media planning and buying organization to serve pharmaceutical clients. In creating Compas in 1991, Mr. Woodland launched a buying concept that was unknown in the industry at the time, and thanks to some visionary thinking, the company has become the largest corporate buyer of healthcare media. He conceived of new ways to develop non-journal media and to use medical reprints and promotional premium items. His vision to drive new concepts and encourage new insights continues today. The task of convincing the industry to accept a performance-based compensation model versus the traditional fee-based structure was, he says, the toughest challenge he has faced.

But the breakthrough came when he received an agreement from the initial 19 major publishers to recognize Compas as a corporate buyer of media.

Training and development are ingrained in the culture at CMI and Compas, and staff members at both companies are constantly being presented with ways to improve their performance to ensure personal development and to provide clients with cutting-edge products and services. In addition, he encourages and engages in brainstorming sessions with his teams. More importantly, he embraces the ideas put forth from his employees.

Not content to rest on his laurels, Mr. Woodland is striving to implement fully integrated channel-neutral media/promotional programs that can have a measurable impact on clients' performance.

From the start, Mr. Woodland's visionary approach, willingness to take risks to achieve results, outside-of-the-box thinking in deriving creative solutions, and personal charm have stoked the company fires.

While the company continues to grow, Mr. Woodland maintains a family-style culture at the company, keeping an open-door policy and encouraging employees to put away their BlackBerrys on the

weekends and focus on family time. For Mr. Woodland, customer and employee satisfaction are dual priorities.

His own family grew up watching his dedication as he spent long hours writing media plans for SmithKline Beechman while slowly growing CMI and Compas.

Coming from humble beginnings, Mr. Woodland has never forgotten to reach back to help someone who needs a lift. He has opened the door of opportunity to many who otherwise would not have had the chance, constantly demonstrating his belief in people. In everything he does, Mr. Woodland is generous and concerned for the welfare of his employees. Programs are designed each year to foster a healthy lifestyle, such as weight loss and smoking cessation challenges. Employees who emerge victorious receive an award. Mr. Woodland also matches the contributions collected for programs, such as Adopt-a-Family at holiday time and Have A Chance Walk, a program that provides support for brain tumor research.

Over the years, he has sponsored the efforts of other young entrepreneurs who have started businesses, ranging from fruit stands to healthcare-related companies in New Jersey and the surrounding area.

Mr. Woodland is an empowering leader who encourages entrepreneurial behavior, freely gives recognition, generously rewards performance, and respects diversity. He gives people opportunities, and since he truly believes anything is possible, he tries to instill that belief in others so they can feel confident that they can accomplish their life's dreams.

GETTING PERSONAL *Stanley R. Woodland formed Communications Media Inc. (cmimedia.com), King of Prussia, Pa., in 1988 as an external media planning and buying organization, and in 1991 spun off Compas Inc. to allow CMI to concentrate on planning while Compas focused on developing a new media buying business model. He began his career more than 30 years ago doing communications research with MediaChek and was manager of media research and sales services at the company from 1979 to 1983. From 1983 to 1988 he directed SmithKline Beecham's customer targeting, communications research, and internal media planning activities.*

Stan Woodland's leadership style has always been one of vision, innovation, customer service and has included the use of best-in-class proprietary tools applied rigorously to give brands a competitive edge.



NAME: Stanley R. Woodland

TITLE: Founder and CEO

COMPANY: CMI and Compas Inc.

EDUCATION: Peirce College

DATE AND PLACE OF BIRTH: August 1957; Philadelphia

ON HIS READING LIST: *The Match: The Day the Game of Golf Changed Forever*, by Mark Frost; *The Flip Side*, by Flip Flippen; *The Black Swan*, by Nassim Nicholas Taleb; and Wikipedia

FAMILY: Wife, Juanita; sons, James and Michael; daughter, Nicole; and grandson, Jaxson

HOBBIES: Golfing, auto racing, traveling (Goal: play a round of golf with his kids and Tiger Woods)

THE MOST SIGNIFICANT INFLUENCE IN HIS CAREER: On a personal level, his uncle, Preston Countiss, because he unknowingly gave him the vision of what a quality life looks like; professionally, Mark Dresden, the founder of MediaChek, for the opportunity and freedom to explore his ideas

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Steve GERARD

Steve Gerard is constantly coming up with new ideas to provide more creative client services and dreaming of ways to make business better for clients, employees, and the industry itself.

ENERGY EQUALS RESULTS

Optimistic and energetic, Stephen Gerard doesn't just live each day; he attacks it with passion and fire.

When Mr. Gerard founded TGaS Advisors, he envisioned a new path for pharma commercial operations and risked everything to get there. Now, just four years later, he is realizing his pioneering vision in a way that inspires others — both clients and talent — to join him in the venture.

Mr. Gerard's creative mind is always going a mile a minute. Where others think along the lines of static boxes on an org chart, Mr. Gerard thinks in ecosystems and dynamic interrelationships.

With a mastery of details along with strategic vision, Mr. Gerard and his colleagues at TGaS are transforming the nature of management consulting from inside-out to outside-in by answering the question they hear most often from clients: how do other pharmaceutical companies do it?

To help companies reach their goals, Mr. Gerard has introduced collaborative peer-set benchmarking, in which clients receive fact-based insights, comparing their sales, marketing, and managed market support operations to a confidential, blinded peer-set.

Staff meetings at TGaS are occasions for Client Smile awards in which employees are rewarded for going the extra mile. Mr. Gerard sets a tone that creates a pleasurable working environment and a collaborative culture. When new hires join the company, gift baskets are sent to their homes, welcoming the entire family, and employees are sent thank you notes for a job well done.

An accomplished veteran of the pharma and supplier sides of the business, Mr. Gerard can view the industry from a variety of perspectives and strives to constantly come up with new ideas for developing more creative ways to provide client services.

Like most entrepreneurs, he has experienced his share of ups and downs. A defining moment for him was moving from a finance role at Schering-Plough to the field force and surviving a

scary first week to be named sales rep of the year in 1991. And he gained a few "hard knock" lessons at drkoop.com, arriving, as he puts it, six weeks late to the Internet party. Today at TGaS he is able to enjoy his hard work and feel pride in the company's accomplishments, including having his company named to the INC 500 in 2008.

While Mr. Gerard demands a lot of his staff, he is at the same time fair, supportive, and positive, and he has directly impacted and has helped grow the careers of many other individuals who have gone on to have a positive impact on the industry. And while he is driven if he believes in something, Mr. Gerard maintains his key characteristic is being funny. As he puts it, in the end "all this business stuff really does not matter, so we might as well have some laughs along the way."

GETTING PERSONAL Stephen Gerard founded TGaS Advisors (tgasadvisors.com), East Norriton, Pa., in 2003. A 20-plus-year industry veteran in finance, sales, management, marketing, science, and operations, Mr. Gerard honed his skills at Schering-Plough, where he held positions in finance and sales; at IMS Health, where he was Managing Director of the decision support group; at the Internet firm drkoop.com; and at SimStar, where he was Chief Operating Officer.

NAME: Stephen Gerard

TITLE: Managing Partner and Founder

COMPANY: TGaS Advisors

EDUCATION: B.S., Rider University; MBA, Monmouth University

DATE OF BIRTH: Jan. 16, 1963

ON HIS READING LIST: *Small Giants*, by Bo Burlingham; *What Got You Here Won't Get You There*, by Marshall Goldsmith and Mark Reiter

FIRST JOB: General Ledger Accountant at Pepsi Cola (Aside from counting cases of soda pop, it was a great place to get experience)

HOBBIES: Wine making, surfing, sitting in a lawn chair watching his kids play sports

NEXT ON HIS LIST TO ACCOMPLISH: Stand-up comedy and losing weight (although everyone likes a chunky comedian)



NAME: Dan Donovan

TITLE: Founder

COMPANY: Envision Pharma Inc.

EDUCATION: B.S., Finance, Lehigh University

PLACE OF BIRTH: New Haven, Conn.

FAMILY: Wife Nicole, and six kids: Meghan, Haleigh, Eliza, Johnny, Lydia, and Patrick

COMPETITIVE.

FAMILY-ORIENTED.

UP FOR THE CHALLENGE

Carl Whatley is a hardworking, inspirational leader with a very big dream.

NAME: Carl Whatley

TITLE: Chairman and CEO

COMPANY: ProEthic Pharmaceuticals Inc.

EDUCATION: B.A., Auburn University

DATE AND PLACE OF BIRTH: April 24, 1954; Glen Ridge, N.J.

ON HIS READING LIST: *Blink*, by Malcolm Gladwell; *Negotiation Boot Camp*, by Ed Brodow

FAMILY: Wife of 29 years, Margie; Daughter, Sara 23, Sons, Chris, 27, and Tripp, 15

FIRST JOB: Candy salesman at E.J. Brach & Sons, Chicago

HOBBIES: None; his wife says he needs one

TOUGHEST TASK: Convincing his wife that he is a competent human being

NEXT ON HIS LIST TO ACCOMPLISH: Lose 25 (more) pounds

THE MOST SIGNIFICANT INFLUENCE IN HIS CAREER: His father

EASYGOING.

UNRELENTINGLY OPTIMISTIC.

DRIVEN.

Dan DONOVAN

Innovation with Ethics

Dan Donovan enables his team and company to thrive by giving them the freedom to be who they are and to grow the company logically.

Belying his easygoing nature, Dan Donovan, founder of the scientific communications and technology company Envision Pharma has a competitive streak that has enabled him to create a thriving business environment.

Those who know him describe Mr. Donovan as down to earth, committed, and inspirational, proving to his colleagues that leaders really can be honest, capable, and approachable.

Thanks to his innovative ideas on publications planning, he has become a sought-after industry thought leader on the topic. Mr. Donovan is a true visionary at the forefront of medical publications from a technology standpoint as well as from a position of best practices and ethics in the field. He has long been passionate about issues that are starting to take center stage in the pharma industry, such as transparency, disclosure, polarization in the life-sciences industry, and authorship protocols. And he continually works to stay on top of the learning curve about the ethics surrounding what have become highly sensitive topics.

He is so committed to resolving disputed issues and

helping to overcome the mistrust that has arisen in the medical publishing sphere, that in 2007 he proposed establishing a medical publishing cooperative from an international array of publishers, editors, professional medical writers, academia, and representatives from the life sciences industries, as well as legislative representatives and representatives from the National Institutes of Health.

Leading the only way he knows how, by example, Mr. Donovan does what he says he is going to do in an open, fair, and honest way. A second-time PharmaVOICE 100 honoree, he and his founding partners have established an environment of entrepreneurial sanctity and creativity, enabling his employees to thrive and the company to experience dynamic growth.

Now, having recently merged with United BioSource Corp. (UBC), Envision is in a position to spread its influence further. Ensuring that Envision maintains its entrepreneurial spirit as it grows has been a key focus and one of the

biggest challenges Mr. Donovan faces. The next challenge, he says, is to work smart to help exceed the expectations of its new partner and bring even greater success to UBC.

He creates a culture where people aspire to work hard and think deeply about issues to come up with long-lasting solutions, rather than settling for the easy answer. As important in the workplace for Mr. Donovan is compassion: understanding that there is a greater good to be done and finding the one or two avenues that lead to helping others.

Busy though this leader is, he is a devoted family man, and when he's not working he's doing something with his six kids, be it coaching a soccer team; attending games, meets, or concerts; or enjoying a Friday movie night at home. And even when Mr. Donovan is traveling, he makes time to leave personal notes for his wife and his kids prior to departure.

GETTING PERSONAL Daniel Donovan is President of Envision Pharma Inc. (envisionpharma.com), Southport, Conn., a medical and scientific communications and technology company that provides focused, strategically driven scientific and technology solutions to the pharma and biotech industries and Senior Vice President at United BioSource Corporation, based out of Bethesda, MD. He spent more than 12 years in the pharmaceutical industry in both the U.S. and international markets, having held sales, market research, and marketing positions of increasing responsibility. He then made the leap to the agency side of the business to gain insight into what makes a good agency tick, before founding Envision.

CARL WHATLEY

It takes guts, along with a healthy mix of business smarts, to risk all of one's personal assets to found a small pharma company. But that's exactly what Carl Whatley did when he started ProEthic Pharmaceuticals, which is on the verge of breakthroughs in the areas of pain, migraine, and cholesterol management.

It's a testament to his unrelenting optimism and belief that with the help of a great team it would be possible to build a pharma company in a brutal marketplace with limited resources. A marketer, salesman, and businessman with a keen eye for opportunity, Mr. Whatley has led ProEthic to rapid growth through strategic partnering with other companies. In particular, he helped drive the majority sale of ProEthic to Kowa Companies Ltd., which will launch its U.S. commercial operation with ProEthic's products and people and Kowa's pipeline. More impressive yet is achieving this success in a state not renowned for a large life-sciences presence, Alabama. In fact, his achievements led to him being named Alabama's 2006 small businessperson of the year.

Although he's not sure he is an inspiration, those who work with him would disagree, saying he creates a work environment that empowers them to strive to do their best. Mr. Whatley instills confidence in his employees and treats everyone with the utmost respect and consideration, gladly giving his time to mentor staff and business partners. When problems arise, he remains unruffled, a defensive mechanism he says he learned while calling on physicians earlier in his career. And he encourages an unwavering work ethic, unselfishness, and compassion.

His passion and commitment to the pharma industry is deep-seated, and he laments

the negative reputation that the industry has garnered. Much of the problem, he believes can be traced to the FDA's sanction of DTC advertising, which opened the door to increased profits but heightened the public perception that the industry is driven by greed and arrogance. Moreover, he says, it also symbolized the beginning of an era where the physician began to cede power to other less-informed parties. Patients and managed care organizations became the biggest disrupters, and now therapeutic substitution at the pharmacy level is further removing the physician from his or her decision as to what product is best for the patient.

Recognizing that the industry's hopes and future are heavily vested in the regulatory world, he urges adequate funding of the FDA by Congress followed by a nonpartisan effort to recruit the best and the brightest to staff the agency.

GETTING PERSONAL Carl Whatley is the Founder of ProEthic Pharmaceuticals Inc. (proethic.com), Montgomery, Ala., and has served as its Chairman and CEO since May 2001. Before founding ProEthic, Mr. Whatley spent 20 years with Wyeth, where he learned the business while carrying a sales bag. While at Wyeth, he worked for various divisions, including Ives Laboratories, Ayerst Laboratories, and Wyeth Laboratories. During his tenure, Mr. Whatley won several national sales representative awards, including the President's Golden Circle and the Gala Award for outstanding performance. He is a member of the Alabama Pharmacy Association and the Branded Pharmaceutical Association. Mr. Whatley is also a member of the board of directors of the Alabama Academy of Family Practice Foundation and the Biotechnology Association of Alabama. He also serves as a board member of the Montgomery Area Chamber of Commerce.

