

The **Change Agents**

CHANGING THE COURSE OF EVENTS IS NOT FOR THE FAINT OF HEART. There is a tremendous amount of dedication involved in moving an industry forward despite obstacles and in the face of resistance. These individuals have shouldered the mantle of responsibility and are changing the industry for the better.

SUPPLYING THE SOLUTIONS FOR AN INDUSTRY OVERHAUL

Managing the supply chain has become a whole lot easier and more transparent thanks to the efforts of Gregg Brandyberry.

The procurement of goods and services impacts every facet of today's pharmaceutical industry, and the pioneering work by Mr. Brandyberry and the GlaxoSmithKline (GSK) procurement team has forever shaped the profession. And his continuing work in expanding areas of procurement such as compliance and supplier diversity makes him one of the most insightful and influential minds in procurement today.

Mr. Brandyberry and his team developed the portfolio of procurement systems at the core of GSK's supply chain, one of the world's largest and most complex. He was a tireless advocate for the development and use of technologies such as e-procurement, e-sourcing, spend analytics, and others — tools now considered crucial for the operation of a successful pharmaceutical company.

The journey to get there has been arduous, but the results have been significant. Thanks to Mr. Brandyberry's efforts and insights, companies like GSK now source goods and services efficiently on a global scale that was once unimaginable, while providing employees with easier access to the materials they need to maintain an efficient manufacturing operation, an effective R&D pipeline, and more.

Over the years, the technologies and software companies have come

on leaps and bounds, aided by the early support of Mr. Brandyberry in fostering the development of such tools. In 2008 alone, GSK will perform more than 9,000 sourcing events involving more than 25,000 qualified suppliers in 78 countries using an integrated electronic sourcing system.

This dramatic achievement hasn't gone unnoticed.

The systems developed under Mr. Brandyberry's leadership achieved the highest return on investment ever recorded in *Baseline Magazine's* ROI Leadership Award — a 100% ROI every four working days.

His efforts are also bringing about important social change. The global e-sourcing platform developed with Mr. Brandyberry's urging presents people around the globe with an open, fair, and transparent platform that stresses free-market principles and transcends forms of government, geography, and culture. For example, in June 2007 purchases made through the GSK system totaled \$26 million in Pakistan.

The system Mr. Brandyberry and his team developed also enables GSK to increase spending with small disadvantaged, minority-owned businesses and vet suppliers worldwide on criteria they must agree to contractually, including GSK's positions on child labor, forced labor, workplace health and safety, abuse, fair wages, employment rights, working hours, and the right to form unions.

At the same time, the pioneering systems he helped develop have led to dramatic savings. The changes have been huge and Mr. Brandyberry says he hopes that the role of procurement will continue to expand and grow as a strategic and valued business partner to corporations.

He attributes much of his learning over the years to his colleague and current manager Joe Meier, senior VP of procurement at GSK, describing him as an exceptionally gifted senior executive whose broad-based knowledge and expertise spans pharmaceutical R&D, supply chain, financial markets, and globalization.

Top of mind for Mr. Brandyberry in everything he does is maintaining his compassion. He tries to never lose his sense of humor and always think of people first.

GETTING PERSONAL *R. Gregg Brandyberry is VP, Procurement, Global Systems and Operations, for GlaxoSmithKline (gsk.com), Philadelphia. Mr. Brandyberry has held leadership positions for various manufacturers and service-related organizations including laboratory, quality, engineering, manufacturing, and purchasing across varied industries including automotive, electronics, textiles, and healthcare.*

Gregg Brandyberry is a greatly respected member of the pharmaceutical industry and a revered thought leader in the supply management field.

NAME: Gregg Brandyberry
TITLE: VP Procurement, Global Systems and Operations
COMPANY: GlaxoSmithKline
EDUCATION: B.S., Biology, Western Illinois University
PLACE OF BIRTH: Decatur, Indiana
ON HIS READING LIST: *Laughter is the Salt of Life*, by Jason Magidson
FIRST JOB: Production Operator for Gates Rubber Company
HOBBIES: Boating

HUMOROUS.

COMPASSIONATE.

GREGG Brandyberry

**NAME:** Kathleen Drennan**TITLE:** Senior VP, Managing Director**COMPANY:** Iris Global Clinical Trial Solutions**EDUCATION:** Communications/Public Relations, Michigan State University and Western Michigan University**PLACE OF BIRTH:** Grand Haven, Mich.**ON HER READING LIST:** Fair Game, by Valerie Plame Wilson; The Power Of One, by Bryce Courtenay; Golda, by Elinor Burkett**TOUGHEST TASK:** The here and now**THE QUALITIES IN OTHERS THAT INSPIRE HER:** Continual learning and adapting

DRIVEN.

KATHLEEN DRENNAN

A CLINICAL OVERHAUL

KATHLEEN DRENNAN IS FOCUSED ON HELPING HER TEAM PROVIDE CLIENTS WITH PRACTICAL SOLUTIONS TO COMPLETE THEIR CLINICAL TRIALS WITH EFFICIENCY AND SPEED.

Drawing from her 25 years of direct experience in pharmaceutical research and clinical-trial development, Kathleen Drennan has been integral in bringing proven marketing and communication strategies to the clinical trials arena.

Her successful history of integrating services, tools, and people has led to trial acceleration, pre- and postmarketing. Among the many innovations she has helped to bring about are: online metrics that connect and track all investigators and study volunteers and site action plans that tangibly improve study performance, efficiencies, communications, and tracking; marketing research to better understand how to target and motivate study volunteers — patients and referral physicians — to accelerate recruitment; and trial-mapping patient locations.

In her leadership role at Iris Global Clinical Trial Solutions, she has uniquely integrated a clinical-trial organization into a long-standing advertising agency, CorbettAccel, with the ultimate goal of brand optimization.

She asserts that one of the biggest obstacles to

advancement is the penny-wise-pound-foolish approach that is often taken in implementing and executing clinical trials. Driven by her quest for knowledge and finding better ways to achieve results, and unwavering in her commitment to meet a deliverable, Ms. Drennan maintains there is always a way to accomplish a task or initiative.

A mentor to those around her, Ms. Drennan is always eager to offer advice and support based on her clinical-trial experience and is steadfast in support of others, be they clients or staff members. Always willing to take a risk or make new footsteps in the sand, Ms. Drennan maintains a never-say-can't attitude to everything she does.

Ms. Drennan is an internationally known speaker on critical-trial process-related issues, content and product development, and appropriate business and revenue models, and she is widely recognized for her expertise in patient recruitment, retention, and investigator site-related services.

She got her grounding at Upjohn in cardiovascular research and really put her knowledge into

practice as the founding president and chief operating officer of the Chicago Center for Clinical Research, which became the largest U.S. for-profit clinical trial center.

In addition to her industry experience, Ms. Drennan is a recognized pioneer in women's health research. During the past decade she has overseen the conduct of numerous high-profile, national studies for women with heart disease, osteoporosis, obesity, and estrogen replacement, including the HERS and PEPI trials.

Ms. Drennan is currently completing her first book, aimed at directing young women in career pathways.

GETTING PERSONAL *Kathleen Drennan oversees Iris Global Clinical Trial Solutions (iristrials.com), Chicago, a clinical-trial management company. After 11 years in cardiovascular research at The Upjohn Co., Ms. Drennan became founding President/Chief Operating Officer of the Chicago Center for Clinical Research. She is Editor-in-Chief of Elsevier's journal Contemporary Clinical Trials and sits on the Board of Directors of the Society for Women's Health Research in Washington, D.C. She was inducted into the University of Illinois' Entrepreneurship Hall of Fame in 1995.*

WORD-PERFECT
DELIVERYPatrick **REVELLE**

THE EXCEPTIONAL EFFORTS AND INFLUENCE OF PATRICK REVELLE IN OVERSEEING THE MEDDRA MAINTENANCE AND SUPPORT SERVICES ORGANIZATION HAS HELPED MEDDRA BECOME A TRUE INDUSTRY STANDARD.

The extraordinary, though often underappreciated, work being done by the MedDRA Maintenance and Support Services Organization to support the pharma industry can be attributed to the exceptional efforts and influence of its director, Patrick Revelle.

Since Mr. Revelle has taken the lead of MedDRA MSSO, this international medical dictionary — used as a common communication exchange between pharmaceutical industries and regulators — has been optimized and taken big steps.

Today, thanks to his efforts, MedDRA has become a true industry standard, a defining moment for all involved.

MedDRA — the Medical Dictionary for Regulatory Activities — is a pragmatic, medically valid terminology with an emphasis on ease of use for data entry, retrieval, analysis, and display, as well as a suitable balance between sensitivity and specificity within the regulatory environment.

MedDRA was developed by the International Conference on Harmonization (ICH) and is owned by the International Federation of Pharmaceutical

Manufacturers and Associations (IFPMA) acting as trustee for the ICH steering committee.

Mr. Revelle has ensured both the maintenance of this terminology to the highest standards — he took the initiative to ensure the MSSO achieved and maintains an ISO 9001:2000 Certification — and its development meet the needs of both industry and regulators. He does this by proactively eliciting views not only from industry but also through regular meetings with regulators. In many cases, he acts as an interface between industry and regulators, including many of the newer EU members.

Customer-focused with an ability to see projects from inception through implementation, Mr. Revelle has been instrumental in numerous key initiatives, including: EU language translations of MedDRA; free training programs for the European regulators to ensure reviewers fully understand the data being sent to them; and the promotion of the use of MedDRA at DIA meetings.

An inspirational leader and innovator, Mr. Revelle believes breakthroughs can best be achieved by ensuring focused and productive energy is applied to solving real problems.

GETTING PERSONAL *Patrick W. Revelle is the Director of the MedDRA Maintenance and Support Services Organization (MSSO) (meddramssso.com), Chantilly, Va., with responsibility for the maintenance, delivery, and support services for MedDRA around the world. Mr. Revelle has been with the MedDRA MSSO project since its inception in November 1998 and had previously been responsible for MSSO products and services.*

NAME: Patrick Revelle

TITLE: Director

COMPANY: MedDRA MSSO, Division of Northrop Grumman

EDUCATION: B.S., Computer Science, Loyola College, 1982

PLACE OF BIRTH: Madrid, Spain

ON HIS READING LIST: *Flags of Our Fathers*, by James Bradley

FAMILY: Wife, Kate; sons — Chris and Andrew

FIRST JOB: Lifeguard

HOBBIES: Basketball (watching and playing)

FACILITATOR.

CUSTOMER-FOCUSED.





Red Hot.

Congratulations, Steve Girgenti.
Our one and only is one of PharmaVOICE's 100.

Thanks for continually bringing out the
best in us and stretching the imagination
unlike any other. You're more than a leader.
You're a legend.

Agilvy Healthworld

PUTTING ASIA ON THE CRO MAP



Dr. Robert Teoh has a keen understanding of the Asia Pacific market, sponsors, patients, healthcare providers, and systems and has demonstrated a genuine passion for his business.

be overstated. Dr. Teoh was the first general manager of Quintiles in East Asia, successfully establishing its operations in Singapore, Hong Kong, and Thailand. He founded ProPharma, a pan-Asian clinical CRO with offices in Singapore, Hong Kong, Thailand, Taiwan, and Australia; this company was sold to PPD Development. In 2006, his second successful pan-Asian CRO start-up, Pacific Pharma Partners, was sold to i3. This achievement — starting a successful and financially viable CRO in East Asia when those around believed it was not feasible — is one of the highlights of Dr. Teoh's career.

With medicine very much in his blood — Dr. Teoh's father is a physician — he is focused on working for trial participants and patients. He admires individuals who have insight into future trends before they hit and those who are widely read.

As Asia Pacific becomes increasingly important in the clinical-research field, few people are more influential or knowledgeable about the region than Dr. Robert Teoh.

Dr. Teoh considers himself to be an accidental entrepreneur, one who saw the opportunities, took the risks, and made bold decisions. His approach to business is collegial and friendly, as he seeks to discuss issues with colleagues before making decisions, and he aims to build a culture of altruism that is open, with a flat hierarchy.

Drawing on his background as a physician and pioneer in clinical research in the Asia Pacific region, Dr. Teoh has helped the CRO industry become a global success story. His knowledge of the various cultures and business etiquette in the region has been invaluable to the success of the companies he has worked for and founded.

With general medicine and neurology training under his belt, Dr. Teoh returned to his native Hong Kong to help start the new medical school at The Chinese University of

Hong Kong, where he was responsible for 32 physicians and the clinical teaching program as deputy chairman of medicine. There, he forged strong links within the university, other hospitals, and the community, and he developed a network based on trust, integrity, and transparency, which he credits for his successful career.

Later, as chief regional medical director of Sandoz Pharmaceuticals in Hong Kong, Dr. Teoh presided over the company's medical affairs in China, Hong Kong, Malaysia, Singapore, Taiwan, and Vietnam. His clinical oversight of the local trials and premarketing of a host of drugs was a critical success factor to the subsequent launch of those products. In the case of just one, octreotide, local clinical studies resulted in 10 publications in international peer-reviewed journals that led to prompt local registration and insurance reimbursement of off-label indications for its use. Later, as a CNS expert in the company's Basel, Switzerland, home office, he was responsible for the clinical development of new chemical entities for the treatment of traumatic brain injury and multiple sclerosis.

His impact in the CRO industry in Asia cannot

GETTING PERSONAL *Robert Teoh, MBBS, M.D., FRCP, is Managing Director, i3 Research, Asia Pacific (i3global.com), Basking Ridge, N.J. He was the founder of two pan-Asian CROs and the first General Manager of Quintiles in East Asia. In addition to his CRO experience, Dr. Teoh has broad pharmaceutical experience, having worked as Regional Medical Director at Sandoz and as a medical expert in the CNS department in Sandoz in Basel, Switzerland. He has served on the Economic Development Board's Biotechnology and Health Care advisory panel; the National Science and Technology Board's award panel; and the Board of the Institute of Molecular and Cell Biology, a biomedical research institute in Singapore.*

NAME: Robert Teoh, MBBS, M.D., FRCP

TITLE: Managing Director, Asia Pacific

COMPANY: i3 Research

EDUCATION: MBBS, M.D., University of Newcastle upon Tyne, United Kingdom; Fellow of the Royal College of Physicians, London

PLACE OF BIRTH: China

ON HIS READING LIST: The Constitution of Liberty, by F. A. Hayek

FIRST JOB: Medical house officer

FRIENDLY.

COLLEGIAL.



CREATING A GLOBAL ELECTRONIC HUB

Mollie Shields-Uehling is eager to see the healthcare and biopharma sectors reap benefits similar to those realized by telecommunications and financial services when they shifted to being fully electronic.

The goal of moving the global biopharmaceutical and healthcare communities to a fully electronic business environment in just a few years is well on course thanks to Mollie Shields-Uehling.

Operating from a paperless office in New Jersey, Ms. Shields-Uehling is the president and CEO of SAFE-BioPharma Association, the nonprofit association that created and manages SAFE-BioPharma's digital identity and signature standard for the pharmaceutical and healthcare industries.

Every time a SAFE-BioPharma digital signature is used, the need to keep paper originals and other backup is eliminated. The healthcare and biopharmaceutical industries are weighted down by paper-based practices, with paper accounting for about 40% of all pharma R&D costs and 33% of all U.S. healthcare costs.

Ms. Shields-Uehling is eager to see these sectors reap benefits similar to those realized by telecommunications and financial services when they shifted to being fully electronic. For healthcare companies, the potential is for improved patient care and health outcomes; for biopharmaceutical companies, the goal is to get new medicines to patients faster at lower costs.

If anyone understands the urgent need for the SAFE-BioPharma standard it is Ms. Shields-Uehling. She has set a target date of 2012 for the standard to achieve its goal of catalyzing the transformation of the biopharmaceutical and healthcare communities to a fully electronic business environment.

Ms. Shields-Uehling has what it takes to bring these goals to fruition: an ability to work hard, the smarts to see the project through, and a drawer full of pertinent and highly valuable experience.

Her first job was as a researcher for The MITRE Corp. working on global energy, environment, and resource policy issues. From there, she became a U.S. Foreign Commercial Service Officer representing the interests of U.S. businesses abroad. She also worked on the World Trade Organization and North American Free Trade Agreements while at the Office of the U.S. Trade Representative. In addition to her background in public service, Ms. Shields-Uehling has a broad background in the pharmaceutical industry, having worked in marketing and policy positions for Lederle, Wyeth, and Bristol-Myers Squibb.

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HARD-WORKING.

NAME: Mollie Shields-Uehling

TITLE: President and CEO

COMPANY: SAFE-BioPharma Association

EDUCATION: B.A., American University; coursework completed for master's (no thesis), University of Oklahoma

PLACE OF BIRTH: Houston

ON HER READING LIST: The Breakthrough Company, by Keith McFarland; Unaccustomed Earth, by Jhumpa Lahiri

HOBBIES: Tennis and travel

THE MOST SIGNIFICANT INFLUENCE IN HER CAREER: Her father, who is a thinker and a doer, and a wonderfully kind and decent man who inspires others

SMART.

GETTING PERSONAL Mollie Shields-Uehling is the President and CEO of SAFE-BioPharma Association (safe-biopharma.org), Fort Lee, NJ. She has more than 20 years of international trade and biopharmaceutical industry experience. Before joining SAFE-BioPharma Association, Ms. Shields-Uehling was principal of Shields-Uehling Associates, an international public affairs consultancy. She previously served in various leadership positions with Bristol-Myers Squibb, Wyeth, the International AIDS Vaccine Initiative (IAVI), and in the White House Office of the U.S. Trade Representative and the U.S. Foreign Commercial Service.



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Mollie Shields-Uehling

SEAN Cunliffe

AN EYE FOR OPPORTUNITY

There are a million reasons why something can't be done. In inspiring others to take charge, Sean Cunliffe focuses on finding the one thing that encourages people to work to see how challenges can be overcome.

Mr. Cunliffe derives a tremendous sense of accomplishment from successfully navigating through difficult terrain.

Since joining Neuromed, Mr. Cunliffe has played an integral role in negotiating a partnership with Merck as well as acquiring the U.S. rights to OROS Hydromorphone from Alza Corp., two experiences that he regards as defining moments in his career.

These achievements, which have had a significant impact on the evolution of the company, are borne of his innate approach to problem solving. According to Mr. Cunliffe, while planning is important, it is just as important to remain flexible.

Mr. Cunliffe believes great companies are built because their leaders recognize opportunities, even if they're not totally on strategy; listen to respected thought leaders; work with knowledgeable individuals to put together a solid business case; and ultimately sell the concept with conviction, integrity, and persistence. It's this approach to management and leadership that has led to the successes Mr. Cunliffe has enjoyed in his career.

His transparent communication and inclusive work style have earned him the respect and trust of colleagues. Mr. Cunliffe fosters team empowerment by optimizing the talents of his peers and creating a knowledge-rich environment. He loves what he does and it shows.

He maintains he has learned integrity and creativity from his parents; a can-do attitude, taking risks, and prioritizing fun in life from his wife; joy in learning and taking on new challenges from his children; and understanding there are many different and valid perspectives to consider in every situation from his closest friends. Inspired by the qualities of those nearest and dearest to him, Mr. Cunliffe strives to incorporate these traits into his own approach to work and life.

He is most impressed by individuals who might not have all of the requisite skills but through sheer determination and the willingness to take risks are able to succeed where others thought a challenge might be impossible.

He acknowledges a friend whose determination

to walk again after breaking his neck as one of his greatest inspirations. While battling disability and Type 1 diabetes, this individual has had a successful career, is on the board of several organizations, coaches kids' softball, mentors students, and each year climbs the stairs of Toronto's CN Tower.

It is this approach to living that encourages Mr. Cunliffe in both life and work. And he urges others to adopt this same progressive approach in how they, as industry leaders, tackle innovation. He wants to see the pharmaceutical industry turn the corner and start to make significant scientific breakthroughs to restore the luster and pride to everyone in the industry.

Optimistic and forward thinking, Mr. Cunliffe says the greatest and defining moments lie ahead.

GETTING PERSONAL *Sean Cunliffe is Chief Commercial Officer of Neuromed Pharmaceuticals (neuromed.com), Conshohocken, Pa., bringing more than 20 years of pharmaceutical marketing and sales experience in a wide variety of therapeutic areas. Previously, Mr. Cunliffe was VP, New Product Marketing at Wyeth. He has also worked for Glaxo and Astra Pharmaceuticals in a variety of sales and marketing roles.*

NAME: Sean Cunliffe

TITLE: Chief Commercial Officer

COMPANY: Neuromed Pharmaceuticals

EDUCATION: B.Sc., Queen's University, Kingston; MBA, McMaster University

DATE AND PLACE OF BIRTH: Dec. 15, 1956; Hemel Hempstead, United Kingdom, raised in Brampton, Ontario

ON HIS READING LIST: *Shadow Divers*, by Robert Kurson; *No Shortcuts to the Top*, by Ed Viesturs and David Roberts; *Always Fresh*, by Ron Joyce. Periodicals: *Fierce Biotech*; *The Week*

FAMILY: Wife, Staci; 4 children — Sebastian, 6 months, Marrakech, 7, Liam, 15, and Adam, 18

FIRST JOB: Hospital kitchen — garbage disposal operator (it paid great!)

HOBBIES: Spending time at his cottage in northern Ontario with his family and skiing

Toughest Task: Maintaining life's balance in a world where any one aspect of life could demand all of one's attention

Sean Cunliffe fosters team empowerment by optimizing the talents of his team and creating a knowledge-rich environment.



ACHIEVEMENT-FOCUSED.

OPPORTUNISTIC.

Julian PARREÑO

THE RELATIONSHIP KING

To provide his clients what they need to thrive, Julian Parreño keeps himself and his organization abreast of all emerging technologies and trends. He gets charged up about trends and challenges and how his team might leverage them to create new opportunities and solutions.

Mr. Parreño is the king of relationships in the industry and works with key influencers to grow their business and serve their patients. Energetic and passionate every day, Mr. Parreño hopes to inspire others to approach work and their personal lives in a similar way.

He has an astounding level of pharmaceutical knowledge, developed over his 30 years in the industry, first spending 20 years on the front line of big pharma followed by a decade on the direct marketing side of the business. It's this combination that enables him to bring expertise in the areas of direct-to-consumer and direct-to-professional marketing and provide a fresh perspective to pharmaceutical marketers and their challenges.

One of his roles at Harte-Hanks is to act as the organization's biopharma market research and information expert. Mr. Parreño has developed nonpersonal selling solutions that have helped pharmaceutical clients reach targeted physicians with just-in-time messaging through their indicated channels of preference. These innovative solutions enable pharmaceutical companies to continue to reach physicians with less emphasis on the traditional large field staff.

One of the biggest challenges he tackled during his pharma career at Marion Merrell Dow was to develop strategies and tactics to help maintain Seldane and Seldane-D sales after a "black box" warning was issued until its successor, Allegra, was eventually approved by the FDA. He has also been a key player in the development of several global core programs involving the commercialization of key global brands while at Marion Merrell Dow.

Mr. Parreño leads by example, striving for excellence each and every day and treats others as he would like to be treated. He shares his knowledge of the industry freely, is a mentor to many, and is considered by his peers to be a student of the pharmaceutical business.

In fact, what most impresses his peers is his pas-

NAME: Julian M. Parreño

TITLE: Senior VP, Pharmaceutical Markets

COMPANY: Harte-Hanks

EDUCATION: B.S., University of Miami School of Business

PLACE OF BIRTH: Havana

ON HIS READING LIST: *Winning*, by Jack Welch; *The 8th Habit*, by Stephen R. Covey; *Here, There and Everywhere: My Life Recording the Music of the Beatles*, by Geoff Emerick

FIRST JOB: Special investigator for the State Department (Florida)

CAREER HIGHLIGHTS: Named Global Commercial Leader at Marion Merrell Dow, related to the development and eventual launch of Allegra throughout multiple countries

ENERGETIC.

PASSIONATE.

sion and willingness to pay it forward and his ability to push colleagues and clients to further raise the positive profile of the pharmaceutical industry.

The qualities Mr. Parreño seeks in those he works with are compassion, competence, and initiative. And he encourages others to ensure a healthy balance between personal and business lives.

GETTING PERSONAL *Julian M. Parreño is Senior VP of Pharmaceutical Markets for Harte-Hanks (harte-hanks.com), San Antonio. Before joining Harte-Hanks in 1997, he held the position of Director of International Marketing for Hoechst Marion Roussel. Mr. Parreño started as a sales representative for G.D. Searle & Co.*



Julian Parreño has been a leader in pharmaceuticals for almost 30 years, holding leadership roles in all aspects of sales and marketing.

Nila WILLIAMS



FACILITATING TEAM COLLABORATION

Nila Williams approaches every endeavor with dedication and passion.

Nila Williams and her colleagues share a lot of high-fives — they celebrate achieving major milestones for clients as well as day-to-day successes.

Ms. Williams' remarkable list of achievements sets the bar high for her colleagues and peers.

In the past year, she has played a pivotal role in the successful implementation of Clinsys' Global Project Solution (Clinsys GPS), which is an integrated project management methodology solution that brings the sponsor and Clinsys project teams together to collaborate and agree on all aspects of the clinical study. She remains the driver behind its continued success.

Propelled by an unyielding dedication to doing the job done right, Ms. Williams puts everything into the commitments she makes because she wants to ensure projects are completed in a way that meets or exceeds expectations.

Her candid approach to work and life makes her a straightforward and open colleague. In fact, as Ms. Williams puts it, if asked, she'll sometimes give too much.

Thanks to Ms. Williams' meeting facilitation skills, the company has been able to win new business, maintain customer loy-

alty, and increase the organization's scope of services.

Internally, Ms. Williams leads the training department and develops and delivers training modules, including programs on the fundamentals of research, meeting minutes, presentation skills, and Clinsys GPS. To develop these educational training programs, she worked with subject matter experts and leveraged the North Carolina Community College System's Focused Industrial Training (FIT) program for Lean Office training. She also has introduced and implemented the tools and methodology of the Six Sigma process globally across the organization, and she crafted a detailed application that resulted in Clinsys being a finalist for a state-funded Six Sigma Green Belt program.

A highlight for Ms. Williams was setting the interdepartmental record for completing Six Sigma Black Belt training while at GE Mortgage Insurance and passing the test in the shortest timeframe. Currently, Ms. Williams is working with each department to implement a new online training tool for all employees that will enable them to access training modules no matter where they are located.

Throughout her career, Ms. Williams has shown a determination to achieve her goals despite obstacles. One of the things Ms. Williams is most proud of is her ability to juggle multiple

tasks, for example, working as a teacher's assistant while attending graduate school and raising a toddler.

And when she looks for inspiration in others, it's to individuals who seek solutions instead of accepting defeat, and those who make hard work look easy.

Ms. Williams' commitment to excellence extends throughout the industry and local community. She is currently working with the State of North Carolina Economic Development Group, Wake County Workforce Development Board, and the North Carolina Community College System. She is also a member of the American Society for Training and Development and the American Society for Quality.

Professionally and personally, Ms. Williams is regarded as a leader, mentor, and an outstanding example of the tremendous impact one person can have on an organization, a community, and an industry.

GETTING PERSONAL *Nila Williams is Director of Customer Relations and Global Training at Clinsys Clinical Research Inc. (clinsys.com), Bedminster, N.J. Before joining Clinsys, Ms. Williams was a Senior Customer Relations Analyst with INC Research and held positions at GE Mortgage Insurance/Genworth Financial.*

NAME: Nila Williams

TITLE: Director, Customer Relations and Global Training

COMPANY: Clinsys Clinical Research Inc.

EDUCATION: B.S. (1996) and M.A. (1998), Speech Communication, Syracuse University

PLACE OF BIRTH: Bronx, N.Y.

ON HER READING LIST: *The Pursuit of Happiness*, by Chris Gardner; *Having Our Say: The Delany Sisters' First 100 Years*, by Sarah Delany, A. Elizabeth Delany, and Amy Hill Hearth; and *Dreams from My Father*, by Barack Obama

FAMILY: Husband, Jeff Williams; four children — Cassandra, 17, Jamaal, 17, Jalen, 11, and Collin, 4

FIRST JOB: Camp counselor at Bridgefield Summer Day Camp, Bronx, N.Y.

DETERMINED.

CANDID.

The anxiety inhibitor for the pharmaceutical industry.

You've got **pressure to perform. All the time.** Are you compliant with FDA regulations? Are you recruiting properly for trials and using data effectively? Is your sales force calling on the right customers and delivering the right message? You're not sure, and that makes you uneasy.

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FULL THROTTLE FOR CHANGE

Aside from Rick Keefer's broad knowledge of and expertise in the healthcare industry that allow him to run a successful business, it is his unwavering focus on customer service that helps differentiate Publicis Selling Solutions.

For many the change the industry has been undergoing has been a destabilizing force, but for Rick Keefer it's an opportunity to demonstrate the industry's commitment to health and the community.

Mr. Keefer has been active as a thought leader and a change agent, helping biopharma respond to the many market challenges it faces today. He consults regularly with numerous big pharma, emerging pharma, and biotech organizations to provide guidance and solutions for their need to reach patients, physicians, and managed care organizations. With a deep-seated belief in the industry and the value it brings to society in general, Mr. Keefer is committed to playing a role in restoring a positive view of the industry's value.

He puts this into action in his role at Publicis Selling Solutions Group, significantly impacting business growth and culture since joining the company a couple of years ago. He led the company through a transformational change that empowers all employees to embrace and take responsibility for execution and customer satisfaction.

Although his pharmaceutical expertise is his foundation, he has successfully been able to step outside of his former role and transform himself into a service provider.

The word "no" is just not a part of Mr. Keefer's vocabulary. He takes winning very seriously, both for himself and the clients he serves.

Mr. Keefer has a rare ability to establish his vision within an organization, to include all employees in the process, and to make all feel they are integral players in serving the customer.

Instead of waiting for people to shine, Mr. Keefer shines the light on them, emphasizing their talents, giving them confidence, and allowing them to make a difference in the company. He motivates employees to approach projects with a glass-half-full mentality and he gives credit when it is due, continually recognizing his employees, their ideas, and successes.

With a true open-door policy and a refreshing candidness about him, Mr. Keefer works alongside his team with candor and integrity, yet at the same time he makes decisions assertively and with poise when called for. And he takes time to step back once in a while, recognizing the importance of having fun along the way.

Giving back to both the industry and the community at large, Mr. Keefer is a member of the Healthcare Businesswomen's Association (HBA), serving

NAME: Rick Keefer

TITLE: President

COMPANY: Publicis Selling Solutions

EDUCATION: B.S., Marketing Accounting, West Virginia State University

PLACE OF BIRTH: S. Charleston, W.V.

ON HIS READING LIST: History, medical, detective, and military novels; anything from Tom Clancy, John Grisham, Dan Brown, Patricia Cornwell, and E.B. Griffin

FAMILY: Wife, Luz; two sons — Brian, 29, and Brad, 24

FIRST JOB: Lawn mowing service, age 12

HOBBIES: Golfing, woodworking, hunting, fishing, and riding his Harley-Davidson motorcycle

NEXT ON HIS LIST TO ACCOMPLISH: Building a grandfather clock and taking a long-distance trip on his Harley-Davidson

PASSIONATE.

COMPETITIVE.

on the HBA Metro Chapter Board. He initiated Publicis' quarterly volunteer days, when employees contribute a day of service to a local nonprofit group. His involvement and corporate alliance with Isles Inc., a nonprofit community development and environmental organization working in Trenton, N.J., which fosters more self-reliant families in healthy sustainable communities, is just one of several organizations he takes to heart.

GETTING PERSONAL *David (Rick) Keefer is President of Publicis Selling Solutions Group (psellingsolutions.com), Lawrenceville, N.J. Before joining the company in August 2006, he was Senior VP, Commercial Operations, for Biovail Pharmaceutical. Mr. Keefer has been in the pharma and health-care business since 1975, working for Pharmacia, Wyeth-Ayerst Laboratories, and A.H. Robins Co., where he began his career as a territory sales specialist.*



RICK KEEFER



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Claims can be supported through ongoing IMS studies (2000-2007); all specific results can be individually reviewed upon request.



Right place, right time.

Jay BIGELOW



Jay Bigelow is the thought leader and execution driver of a new paradigm in marketing for the pharmaceutical industry.

NAME: Jay Bigelow

TITLE: President

COMPANY: MicroMass Communications

EDUCATION: B.S., Business Administration, Drexel University

DATE AND PLACE OF BIRTH: March 26, 1959; Philadelphia

ON HIS READING LIST: *The Hero's Journey*, by Joseph Campbell and Phil Cousineau; *The Hero and the Outlaw: Building Extraordinary Brands*, by Margaret Mark and Carol S. Pearson; *The Art of Racing in the Rain*, by Garth Stein

FAMILY: Wife Annie; son Lukas, 9; and two dogs, Yogi and Elsa

FIRST JOB: Fry cook at Geno's (a long-since-gone fast food chain)

HOBBIES: Spending time with his son

BIGGEST INDUSTRY CHALLENGE: The speed/pace of turnover within the industry; building consistency and continuity are vital, this is becoming more difficult as new players with new perspectives are introduced every 12 to 18 months

BEHAVIOR GURU SPURS A MOVEMENT

The rest of the industry has recently joined the bandwagon, but it is Jay Bigelow who has been one of the driving forces in applying behavior science to the way pharma develops relationships with patients and professionals.

A true innovator and leading advisor to the pharmaceutical industry, Mr. Bigelow has helped companies apply behavioral science to the commercialization of medicines. His vision, creativity, and business acumen have provided a critical point of differentiation for a number of brands.

He cites the launch of the Committed Quitters patient support program — the first full-scale, behavioral-based tailored support program — as one of the turning points in the industry. This was a defining moment because there was now evidence that the application of proven behavioral models, with fully personalized communications via mass media channels, can shift attitudes and change behavior in measurable ways for positive health outcomes.

When Mr. Bigelow assumed the role of president of MicroMass Communications, he started to assemble a team of industry experts and listened to them. Under Mr. Bigelow's strategic and executive leadership, MicroMass has risen from a small technology company with interesting software to an agency of behavioral thought leaders. He spurs the company to reach for higher ideas and insights to enable pharma clients to help their patients achieve a healthier quality of life, while generating a culture of caring.

His colleagues' successes are important to him and he takes the time to mentor and educate those he works with on the business. Mr. Bigelow also supports development efforts that will help MicroMass' employees grow professionally.

Going forward, Mr. Bigelow is committed to helping the next generation of managers and innovators at MicroMass further strengthen their leadership skills.

Authentic in his dealings with others, Mr. Bigelow is fiercely committed to his team. He says with the talented, passionate, and busy people he works with, the greatest challenge is helping each one to do his or her best. He strives to make sure that he blends the talents and thinking of a team of people who have diverse experiences and backgrounds.

He is inspired by the courage of others — those who face their fears or life's challenges head-on — and above all by integrity, saying in the business world it's all too easy to suppress one's core values, so holding onto ideals is truly admirable.

Through his leadership at the agency and throughout the industry, Mr. Bigelow is inspiring his agency team members to position MicroMass as an innovative shop. And does this while bringing thoughtfulness, humor, and genuineness to the table each and every day.

GETTING PERSONAL *Jay Bigelow is President of MicroMass Communications (micromass.com), Cary, N.C., drawing on his 25 years in strategic brand marketing to be a champion of relationship marketing. Earlier in his career, Mr. Bigelow held senior marketing positions at companies such as Seer Technologies and Alphatronix, and he was a partner at Witengier/Bigelow Advertising and general manager at Creative Works.*

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Michael **HARTE**

Whether working with colleagues or clients, Mike Harte is a passionate, persistent, and dedicated thought leader and partner. In everything he does, Mr. Harte strives to deliver the best solution possible.

At an early age, Mr. Harte learned the importance of pursuing dreams and goals until all options have been exhausted. He is well-known throughout the clinical-research industry for his integrity, friendly nature, sense of humor, generosity, encyclopedic knowledge, and strategic vision to improving clinical trials through the use of technology. Within five minutes of meeting Mr. Harte, one too becomes a passionate believer that the clinical-trial process can, and needs to, be fixed using technology.

Mr. Harte has been at the forefront of driving software as a solution to improve the drug-development process. Encouraging companies to move away from paper and pen and embark on a journey that embraces technology and the Internet has been a major focus for him as a company leader since joining etrials in February 2000. This has been one of the biggest challenges for him personally and professionally, and he knows there are huge upside opportunities for companies that make the transition.

The power of technology in clinical trials is something Mr. Harte believes in wholeheartedly. After successfully assisting a company embark on newer ways to execute its clinical trials, the crowning moment for him and his team is seeing the balance of the company embrace the movement and total technology solution.


Much more is possible, Mr. Harte believes, and as the industry continues to undergo dramatic changes, new opportunities for entrepreneurial activities and partnering will be created beyond current limits. For these synergies to be realized, Mr. Harte is eager for the industry to open its eyes to newer and better ways to conduct its drug-development programs, to think differently, and to try new outsourcing models.

Along the way, Mr. Harte has learned valuable and enduring lessons from those for whom he has worked. Early in his career, while working in the construction industry, Mr. Harte had a boss who taught him the art of relationship building. By treating clients well and delivering what is promised he learned that clients will not only come back, but they will treat you with respect and as a partner.

And he credits his former boss at etrials, John Cline, for providing him with the opportunity to be an entrepreneur. Mr. Cline's willingness to take risks and his ability to keep 72 people at a company during a six-month period of half pay, demonstrated what happens when a group is committed to a common goal and showed what is possible when people are treated with respect, admired for their work, and celebrated for their successes.

It's this same approach Mr. Harte takes when working with his team. He also recognizes that management is about finesse and taking into account the personalities and qualities of the individuals he is leading. From his experiences with team sports, Mr. Harte has learned that everyone responds to different forms of motivation and encouragement. Regardless of the method, he doesn't think twice about helping people push themselves to achieve success, and he takes great pleasure in knowing that he helped them achieve a milestone.

Equally, Mr. Harte sets high goals for himself and is keen for an opportunity to lead a company, to implement and develop strategies that will help the changing pharmaceutical environment use all of the available and emerging tools, and develop innovative business models to achieve global drug-development success.



Mike Harte is an innovative thinker who is on top of the changing drug-development market.

TO THE LIMIT

NAME: Michael Harte

TITLE: Senior VP, Global Strategic Accounts

COMPANY: etrials Worldwide Inc.

EDUCATION: B.A., Economics/Business Administration, Ursinus College; MBA, Marketing, LaSalle University

DATE AND PLACE OF BIRTH: March 22, 1963; Philadelphia

ON HIS READING LIST: *Always By My Side*, by Jim Nantz; *Hope is Not a Strategy*, by Rick Page; *The Audacity of Hope*, by Barack Obama; *The Appeal*, by John Grisham; *Empowered Teams*, by Richard S. Wellins, William C. Byham, and Jeanne M. Wilson

FAMILY: Wife, Christine; two children — Mora, 7, Brendan, 6

FIRST JOB: Selling Royal copiers and a novel piece of equipment called a fax machine to offices in the Philadelphia area

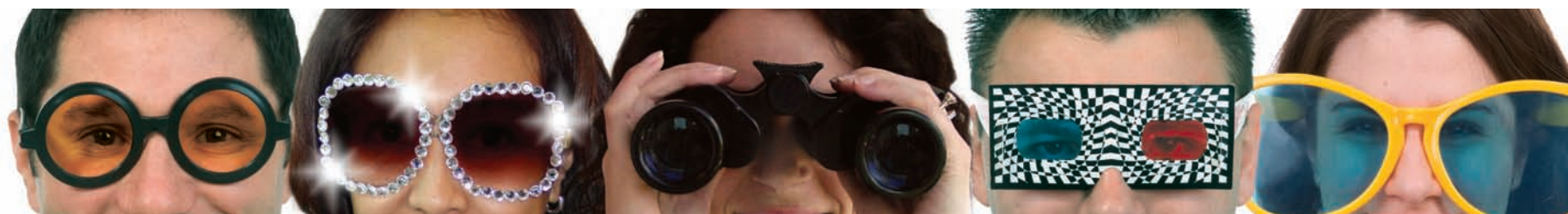
HOBBIES: All sports, in particular baseball, basketball, football, college basketball, and golf

THE QUALITIES IN OTHERS THAT INSPIRE HIM: Ethical, honest, passionate, committed, team-oriented, goal-oriented, a winner, outside-of-the-box thinker

PASSIONATE

PERSISTENT.

GETTING PERSONAL *Michael Joseph Harte is Senior VP, Global Strategic Accounts, at etrials Worldwide Inc. (etrials.com), Morrisville, N.C., a provider of clinical-trial software and service solutions. He leads the sales and business development efforts of the company. Mr. Harte is a proven performer in clinical development sales and marketing and has extensive sales experience from Phoenix International Life Sciences, Bio-Pharm Clinical Services, Schering-Plough, and Key Pharmaceuticals.*



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MASTER OF CHANGE

Over the course of Bill Roth's tenure as a consultant, he has personally contributed to business plans that have unlocked more than \$1 billion in value to his clients and the industry he serves.

Someone has to be comfortable with change and lead others successfully, with cause and due process. Time and again, that someone has been Bill Roth.

As founding partner of the Blue Fin Group, Mr. Roth combines business and technology leadership to create and deploy a number of market-leading strategies to sell effectively through the myriad pharmaceutical payer, dispensing, and distribution channels.

A nationally recognized expert in the area of healthcare commerce, channels, data, and technology, Mr. Roth has been the thought leader behind innovative new business models. And he has personally contributed to business plans that have unlocked more than \$1 billion in sustained profit for his clients.

Mr. Roth has extensive experience with sales and distribution channels having worked intimately with all provider types and across all manufacturing types.

He understands each channel's business model from patient attraction through retention and how to manage control and influence by the channels.

One of the key contributors to Mr. Roth's ability to deliver value to clients is that he possesses deep healthcare commerce experience, which allows him to accurately assess, design, and implement business plans that are extremely effective.

Mr. Roth helped to establish the baseline generic business procurement model while working for Cardinal Health in the mid-1990s.

WILLIAM Roth

He later established a new business model enabling pharmaceutical manufacturers and other sellers of pharmaceutical products to create, automate, and enhance direct transactional relationships via the Internet.

As a change agent, he established Channel Link as the industry's first collaborative online marketplace enabling an instant plug-and-play automated direct sales and marketing channel.

GETTING PERSONAL William Roth is Founding Partner and Principal Consultant of Blue Fin Group (consultbfg.com), Long Valley, N.J., a healthcare consulting company he established in 2001. Before that, he founded the healthcare software organization, Channel Link, in 1999. Mr. Roth started his career at Cardinal Health and worked his way up in the organization. He was focused on the procurement and selling strategies of branded, generic, and medical-device products.

PERCEPTIVE

PASSIONATE.

NAME: William (Bill) Roth

TITLE: Founding Partner

COMPANY: Blue Fin Group

EDUCATION: B.S., Business Administration, St. Michael's College

DATE AND PLACE OF BIRTH: Feb. 15, 1968; Indianapolis

ON HIS READING LIST: Cluetrain Manifesto, by Christopher Locke, Doc Searls, and David Weinberger; The World is Flat, by Thomas Friedman; A Whole New Mind, by Daniel Pink; Blue Ocean Strategy, by W. Chan Kim and Renee Mauborgne

FIRST JOB: Project Manager, Cardinal Health

EMPATHETIC INSIGHTS

Colleen Foley has played a prominent role in Abbott's growing emphasis on consumer marketing, promoting its importance, and the need to elevate patients to true stakeholders in the industry.

A one-woman revolution — that's how Colleen Foley is described by her colleagues and peers.

Ms. Foley is guiding consumer-driven ad campaigns across Abbott's pharma division, and she is inspiring her team to persuade senior management to recognize the value of DTC across all therapeutic areas.

To advance her argument to upper management, she uses a combination of quantified data, trend observation, logic, and sheer passion. For example, when testing a DTC advertising for a brand with a small patient population she conducted research that proved the marketing solution could provide a positive ROI and ultimately helped make the brand a big success.

Ms. Foley brings a unique blend of intelligence, empathy, and results-driven logic to her work. She is frequently called upon for participation in brainstorming sessions and often develops her own initiatives to move Abbott forward. She believes in, but never belabors, the creative process and is frank when it comes to pointing out information that is confusing or when she feels the needs of customers are disregarded. The patient is paramount to Ms. Foley, and in all the brands she works on she pushes for compassion in how individuals are represented and insists on respect for the disease. As Ms.

Foley says, how can pharma companies expect to advocate for their customers if their employees aren't passionate about the information being conveyed and about the needs of patients?

When working with vendor partners, Ms. Foley is constantly pushing for insights into new directions. She encourages the type of client-agency partnership that truly drives innovative ideas. She exemplifies what the role of the consumer research stakeholder within a marketing organization should be and has the courage to lead all brand stakeholders with confidence in actionable learning. Ms. Foley truly embodies the spirit that change can bring a new opportunity.

GETTING PERSONAL Colleen Foley is Director, Marketing Analytics and Business Insights, Consumer, within Abbott's Pharmaceutical Products Division. She joined Abbott (abbott.com), Abbott Park, Ill., in 2003 as Associate Director, Immunology. Before joining Abbott, she was VP Group

Director, Strategic Planning for DraftWorldwide. Ms. Foley has had extensive experience working in ad agencies, such as JWT and Young & Rubicam, as an account planner. She also has owned her own consulting business. Before going into the pharmaceutical business, Ms. Foley worked in consumer packaged goods, developing campaigns for everything from beer to air freshener.



Colleen FOLEY

EMPATHETIC.

PASSIONATE.

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PUTTING A BOUNCE IN COLLECTIVE STEPS

The high-energy and highly motivated approach Santino Costanzo brings to every aspect of his work rubs off on all those around him.

Few leaders command the respect and adulation that Santino Costanzo enjoys from his colleagues and clients. Described by many of his reports as the best leader they have ever worked for, Mr. Costanzo instills in those around him a desire to do well.

He works from a simple philosophy of being results-oriented and success-driven. To Mr. Costanzo, execution is what matters, quoting American football coach Lou Holtz, who said, "I will give the other team my game plan because it is not what you know but how you execute the plan."

To achieve results, he looks logically at the situation and develops a plan to create success for himself and others. Above all, he is ethical in all things.

A straight shooter, Mr. Costanzo is appreciative of all those he works with, taking a tough but fair approach to all his interactions with his staff and clients. Colleagues and clients describe him as a breath of fresh air, someone who makes it fun to work for a common purpose and instills a can-do attitude.

By creating an environment where employees want to get things accomplished, rather than having to do so, he delivers results for Organogenesis.

Always striving to do better, Mr. Costanzo ensures he has a backup program in place for all eventualities. His strong integrity and commitment to not only getting the job done, but to forming a real relationship with all those he works alongside helps create a trusting atmosphere that is alight with energy and has landed him on the PharmaVOICE 100 list for the second year.

He instills a belief and trust in the company and the product. The job of building an effective sales team at Organogenesis has been one of the toughest he has undertaken, but at the same time it is enjoyable and rewarding. And the proof of the achievement came when the company's main product reached profitability in a short time, as well as Organogenesis' double-digit growth for the past five years.

For clients, he is a proven problem solver whose upbeat suggestions not only improve business results but help bolster the entire wound-care sector.

Building strong, trusting teams and helping individuals is part and parcel of Mr. Costanzo's approach to changing and improving business. He takes struggling employees under his wing and turns them around, moving them from an attitude of what they have been doing to what they can do. He encourages those around him to be successful and to embrace strong values — honest, straightforward, humorous, driven but not being above it all, motivational, and able to involve others into decision-making.

He draws inspiration from managers he has worked for, in particular Organogenesis CEO Geoff Mackay, and the executive staff at the company, whom he describes as truly gifted individuals who care and allow success to occur.

GETTING PERSONAL *Santino Costanzo is VP of Sales, Bio-active Wound Healing, at Organogenesis (organogenesis.com), Canton, Mass., where he has built a nationwide sales team and is responsible for sales and sales activities for the bio-active wound-healing division. Mr. Costanzo's career in sales spans more than 21 years in a broad range of fields, including tissue regeneration and regenerative medicine. Previously, Mr. Costanzo held leadership positions with Novartis Pharmaceuticals as National Director of Sales in Tissue Engineering and various management responsibilities within the pharmaceutical divisions. He started with Sandoz (now Novartis) as a sales representative, then moved to Regional Manager, Account Manager, Government Lobbyist (a temporary position), and National Director.*

RESULTS-ORIENTED.

NAME: Santino Costanzo
TITLE: VP of Sales, Bio-active Wound Healing
COMPANY: Organogenesis Inc.
DATE AND PLACE OF BIRTH: May 19, 1958; Calabria, Italy
EDUCATION: B.S., B.A., Robert Morris University
ON HIS READING LIST: Making Strategy Work, by Lawrence Hrebiniak
FAMILY: Wife Jill; children — Angelica and Nicolas
FIRST JOB: S&J Construction — ceramic tile and cement work
HOBBIES: Golfing, reading, spending time with family

SUCCESS-DRIVEN.



Santino COSTANZO

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The Kumbaya Kid

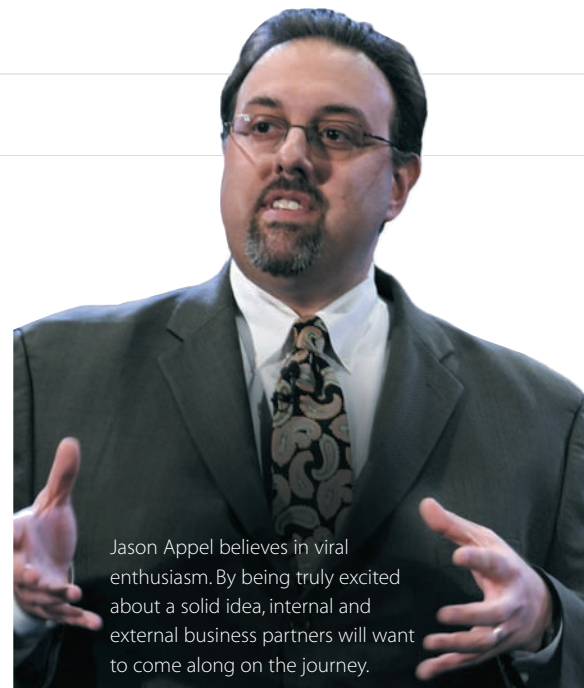
Supporting the huge overhaul in Sanofi-Aventis' commercial model is one innovative force: Jason Appel.

Over the past two years, Mr. Appel has been at the forefront of creating a strong and unique complementary channel marketing strategy and accelerating the socialization and adoption of integrated approaches throughout the company. His due diligence, alignment of partners, and collaborative efforts to bring vendors, brands, agencies, and strategic partners together has brought forth outstanding and measured results for Sanofi-Aventis brands. Thanks to the approach he has initiated, brands that only used online marketing to physicians as an add-on tactic have now channeled their spend to meet and service targeted specialties.

What makes Mr. Appel so good at getting people and organizations comfortable with the adaptation of new marketing processes is his flexible and collaborative outlook. In pharma, and particularly when it comes to technology, he

maintains those who aren't prepared for constant change are in the wrong industry. The self-proclaimed Kumbaya Kid, Mr. Appel has yet to find even the bitterest of rivals whom he cannot get to work together toward a common goal on a multichannel initiative. The way to achieve this, he says, is through viral enthusiasm. By being truly excited about a solid idea, internal and external business partners will want to come along on the journey. And when looking for partners to work alongside, Mr. Appel seeks those with integrity, who are fearless, and who are willing to challenge thoughts and ideas when they have strong opposing views.

The opportunities technology presents to truly differentiate pharma companies and their products excite Mr. Appel. He points to a leader in another industry, animation, as an example of how groundbreaking ideas begin. He points out that when John Lasseter produced a computer-animated short about a lamp and a ball (Luxo Jr.) in 1986, few people realized how Pixar would revolutionize animation. The parallel in pharma will be when, sometime in the future, the industry looks



Jason Appel believes in viral enthusiasm. By being truly excited about a solid idea, internal and external business partners will want to come along on the journey.

back at the first online applications as the precursor to the evolution of how companies engage customers.

GETTING PERSONAL Jason A. Appel is Senior Manager, Innovation and New Customer Channels, at Sanofi-Aventis (sanofi-aventis.us), Bridgewater, N.J., where he leads the development of healthcare professional CRM strategies and programs at the corporate and individual brand level across the product portfolio. Mr. Appel has 15 years of pharma experience in a range of marketing and communications roles, beginning in crisis communications for Hoechst Marion Roussel. He



A Higher Patient Standard

Dr. Rebecca Daniels Kush inspires others with her drive and dedication to an activity that has the potential to reduce healthcare costs and risks by promoting efficient and accurate exchange of vital patient information.

Standardization has the potential to dramatically improve medical research, but it requires someone who is visionary, practical, and committed to make that goal a reality. Dr. Rebecca Kush has all of those qualities and more.

As a founder and the current president and CEO of the Clinical Data Interchange Standards Consortium (CDISC), Dr. Kush has worked tirelessly to support the efficient and accurate exchange of healthcare information, which has had a huge beneficial effect on the pharmaceutical industry.

Her organization has established global, vendor-neutral, platform-independent standards to improve data quality and accelerate product development in the biopharmaceutical industry.

Her current mission involves linking medical research and healthcare through these open standards. She recognizes that for the research and regulatory process to be simplified there is a pressing need for global standards for healthcare, harmonized with clinical research standards, that are mature and adopted broadly to allow for interoperability and ready integration of clinical information.

She has a passion to improve healthcare in her lifetime, and she approaches this with an open and collaborative attitude, recognizing that change will only happen if many committed people work together around the globe. It's that drive and dedication to an activity that has the potential, along with a fearless attitude to change, that inspire many to take up the CDISC cause.

The number of volunteers who support the CDISC task forces and efforts attest to her ability to personally inspire people with leadership and a lofty vision, backed by a plan. Her commitment to the medical research industry is broad and deep. Dr. Kush recently served three years on the board of DIA, two years on the board of directors for the U.S. Health Information Technology Standards Panel (HITSP), and two years on the board of the Pharmaceutical Safety Institute. She has developed, with her daughters, a Prescription Education Program for middle and high schools, and she is a member of the scientific advisory group for the International Clinical Trials Registry Platform and the Results Reporting Committee, established by the World Health Organization.

In everything she does, Dr. Kush has a can-do attitude and ability to not

FLEXIBLE.

NAME: Jason Appel**TITLE:** Senior Manager, Innovation and New Customer Channels**COMPANY:** Sanofi-Aventis**EDUCATION:** B.S., Biology, Duke University, 1992; MBA, Marketing, Stern School of Business, 2001**DATE AND PLACE OF BIRTH:** Oct. 5, 1970; Far Rockaway, N.Y.**ON HIS READING LIST:** Never Eat Alone, by Keith Ferrazzi; The Science of Supervillains, by Lois Gresh and Robert Weinberg; How Doctors Think, by Jerome Groopman**FAMILY:** Wife, Hilary; son, Jared, 2**FIRST JOB:** Corporate Communications at Hoechst Celanese**HOBBIES:** Golfing, cooking, performing in musical theater**NEXT ON HIS LIST TO ACCOMPLISH:** Spend one entire day without his BlackBerry**COLLABORATIVE.**

then assumed a variety of positions at Merck-Medco, including formulary marketing manager and senior manager of pharmacy and physician communications. Thereafter, he served as Director of Marketing for Skila, a pharmaceutical-focused knowledge management firm. Just before joining Sanofi-Aventis, Mr. Appel led the development of integrated online strategies for many of the industry's leading brands and companies as Senior VP of Account Management and Strategy for Medical Broadcasting Company (now Digitas Health).

only see the big picture, but how to get there.

Yet those who have worked with her find Dr. Kush to be humble and accessible. Inspiration comes from those closest to her, in particular her husband, who challenges and encourages her, and who she is deeply grateful to for the opportunity to have lived and worked abroad for several years.

GETTING PERSONAL Rebecca Daniels Kush, Ph.D., is a Founder and the current President and CEO of the Clinical Data Interchange Standards Consortium (CDISC) (cdisc.org), Austin, Texas, a nonprofit organization with a mission to develop and support global, platform-independent data standards that enable information system interoperability to improve medical research and related areas of healthcare. Dr. Kush has more than 25 years of experience in the area of clinical research, including conducting clinical research studies; leading project management and medical writing departments; and process analysis and redesign on a global basis. She has worked for the U.S. National Institutes of Health, academia, a global contract research organization, and pharmaceutical companies in the United States and Japan. Previously, Dr. Kush founded Catalysis Inc., a consulting company that focuses on strategy, management, and process analysis and redesign, particularly associated with the implementation of new technologies for clinical research. Among numerous publications, Dr. Kush is the lead author of the book, *eClinical Trials: Planning and Implementation*.

Dr. REBECCA KUSH

COLLABORATIVE.

NAME: Rebecca Daniels Kush, Ph.D.**TITLE:** President and CEO**COMPANY:** Clinical Data Interchange Standards Consortium (CDISC)**EDUCATION:** B.S., Chemistry and Biology, University of New Mexico; Doctorate, Physiology/Pharmacology, University of California, San Diego School of Medicine**ON HER READING LIST:** Freakonomics, by Stephen Dubner and Steven Levitt; and Lee Child and Patricia Cornwell novels**FAMILY:** Two daughters, 16 and 19**FIRST JOB:** Working in a malaria research laboratory raising sterile mosquitoes and doing tissue cultures**PASSIONATE.****FILIPE** Duarte

TOP MARKS FOR GLOBAL LEARNING

Filipe Duarte has a clear understanding of partnership along the innovation continuum.

Learning is about progress and, as such, how it is conducted requires ongoing innovation. This is both more complex and at the same time critical in a large organization. And that's where Filipe Duarte stands apart.

In an effort to bring together the training efforts of a global marketplace and ensure

PARTNERSHIP.

NAME: Filipe Duarte**TITLE:** Manager, Innovative Learning Channels**COMPANY:** Merck & Co. Inc.**EDUCATION:** B.S., Biology, Bloomsburg University of Pennsylvania, 1996; M.S., Instructional Technology, Bloomsburg University of Pennsylvania, 1997**INNOVATION.**

that departments worldwide are able to leverage assets, Mr. Duarte has been creating a global dashboard for his department, listing Merck's internal and external resources.

The role of manager of innovative learning channels was created with Mr. Duarte in mind, as he has a clear understanding of partnerships along the technology continuum. And his expertise traverses a broad range of specialties, including e-learning, learning systems management, social networking, informal learning, performance consulting, blended learning, virtual worlds, ideation/innovation, and project management.

Mr. Duarte is constantly striving to move business forward using a combination of media, including e-learning, instructor-led, and digital collaboration, to deliver solutions that become part of larger initiatives at Merck.

GETTING PERSONAL Filipe Duarte is Manager, Innovative Learning Channels, at Merck & Co. (merck.com), Whitehouse Station, N.J. He joined the company in June 2005 as E-Learning Program Manager. Before Merck, Mr. Duarte was Team Leader/Project Manager/Multimedia Producer at Accelera/Kenexa, a provider of blended learning solutions for the life-sciences industry. He began his career as Multimedia Producer at WRC, a provider of solutions in water, waste, and the environment.

ENERGY UNLEASHED

DEBBIE KENWORTHY EXUDES AN INSPIRING AND CONTAGIOUS ENERGY AND ENTHUSIASM TOWARD THE PROFESSION OF PHARMACEUTICAL MARKETING.

What Debbie Kenworthy fits into a day is amazing. An energetic, productive, efficient, and generous person, Ms. Kenworthy mentors her staff with wisdom and warmth; juggles multiple corporate responsibilities; volunteers for the Pharmaceutical Market Research Group (PMRG); is raising two young daughters; and is committed to fund-raising for organ donation and breast cancer.

It certainly helps that Ms. Kenworthy loves what she does. In all things, she endeavors to hold herself to the highest standard possible while also inspiring a passion for quality and innovation in those around her. She approaches each day with a desire to accomplish more than what anyone thinks possible.

Her passion for the industry began with her first job out of college, as the SOP coordinator at the former Warner-Lambert plant in Lititz, Pa. While she soon realized manufacturing wasn't a fit for her, the perspective it offered was an incredibly valuable foundation for her career.

Ms. Kenworthy took this experience as a way to differentiate brands and the way they interact with diverse customer groups. Her role in market research and analytics means she is well-placed to look for new and innovative ways to uncover differentiating insights and competitive opportunities.

Her commitment to the industry is clearly evident through her volunteer work with PMRG. After co-chairing a fall conference, Ms. Kenworthy realized she had much more to contribute and ran for office. She became the 2007 PMRG Secretary, collaborating with the organization's staff to upgrade the marketing and communications platforms and content, upgrade the Website, and promote its events. She was instrumental in launching PMRG's Online Community, a new and innovative concept for the space of pharmaceutical marketing research. In addition, she served on

NAME: Debbie Kenworthy

TITLE: Senior Manager, Business Analytics

COMPANY: Ortho-McNeil Janssen Pharmaceuticals, a Johnson & Johnson company

EDUCATION: B.S., Communication, Clarion University; completed coursework toward MBA, Rutgers Graduate School of Management

PLACE OF BIRTH: Richmond, Ind.

ON HER READING LIST: Whoever Tells the Best Story Wins, by Annette Simmons

THE MOST SIGNIFICANT INFLUENCES IN HER CAREER:

Drew Midwinter of Novartis Oncology and Tom Anderson of Shire; both of these individuals have pushed her to be better than she thought she could be and have offered continued encouragement and support over the years

Marc Ferrara's forward-thinking approaches and his receptiveness to new industry trends allowed him to spearhead one of the optical industry's initial ventures in Web-related initiatives.

Marc

NAME: Marc Ferrara

TITLE: CEO

COMPANY: Information Services Group, Jobson Medical Information LLC

EDUCATION: B.A., Journalism, Fordham University; M.A., American Studies, University of Southern California

DATE AND PLACE OF BIRTH: Dec. 29, 1954, New York

ON HIS READING LIST: The Five Most Important Questions You Will Ever Ask Your Organization, by Peter Drucker; Water for Elephants, by Sara Gruen

FAMILY: Wife, Donna; three children — Michael, Emily, and Matthew

FIRST JOB: Assistant Editor

BIGGEST INDUSTRY CHALLENGE: A shrinking client base

FERRARA

associations for his work. In 2007, the Optometric Center of New York, SUNY State College of Optometry, honored him at its Eyes on New York Gala event, a moment he counts as one of the highlights of his career.

As much as Mr. Ferrara is recognized and respected in the industry, his Jobson colleagues have equal sentiments. With an open-minded attitude and can-do approach, Mr. Ferrara is focused on delivering the highest-quality solutions to readers and customers. This earns him deep respect from all of his friends and colleagues.

Mr. Ferrara is easily and readily approachable and truly cares what each and every individual thinks, and he thrives on learning from listening to the ideas of others. His forte is an innate ability to bring together all departments and resources within the company to develop solutions.

Today in his new role as CEO of Jobson's new Information Services Division, Mr. Ferrara is also driving the publishing company's medical business, and he is charged with building strong relationships with key players in the healthcare industry.

GETTING PERSONAL *Marc R. Ferrara is CEO, Information Services Group, at Jobson Medical Information LLC (jobson.com), New York, which includes the Optical Group, U.S. Pharmacist, Concept Media, and Medical Intelligence Solutions. He has filled many key positions since joining Jobson in 1989. After helping with the successful launch of 20/20 Europe in 1989, Mr. Ferrara became Editor-in-Chief of 20/20 in the United States before being named 20/20's Publisher in 1994. Since 2005, Mr. Ferrara has served as President of Jobson's Worldwide Optical Group, where he is responsible for Jobson's domestic portfolio, including Vision Monday, Review of Optometry, Review of Ophthalmology, as well as Jobson's international business in Europe, Latin America and Asia.*

GOOD LISTENER.

SOLUTIONS-MINDED.

FAR SIGHTED

From a summer editing job in the mid-1980s for Fairchild Publication's Optical Index, Marc Ferrara caught the publishing bug and hasn't looked back since.

His work made an impression on Jobson Publishing, which was looking for a key person to develop 20/20 as the industry's leading eyewear trade magazine. Mr. Ferrara's initial task was the successful launch of 20/20 Europe in 1989, and he didn't stop there. After a few years as editor, Mr. Ferrara then became publisher, leading the development of Jobson's Optical Research International Group. Today 20/20 has a global presence, enhancing every aspect of Jobson Optical.

His forward-thinking ideas and his receptiveness to new industry trends enabled him to spearhead one of the optical industry's initial ventures in Web-related initiatives, launching Sightstreet and then managing VisionWeb, an eyewear industry portal.

Both his pioneering global and Web-related initiatives have proven to be the key success strokes in building Jobson Optical.

An innovator with a deep passion for his work, Mr. Ferrara has propelled the group to the top of the market.

During his 20 years in the industry, Mr. Ferrara has gained industrywide respect and forged solid relationships with major players in the optical arena, including leading manufacturers and industry associations.

He is consistently recognized by various industry

PASSIONATE.

PERCEPTIVE.

the program committee, planning both the annual national conference and the first annual meeting of The PMRG Institute. Her passion for the organization was clear to everyone and she was voted in as 2008 VP, with an automatic endorsement as the 2009 president-elect.

Three years ago, many thought the PMRG was no longer necessary with dwindling attendance and irrelevant content. During her tenure, Ms. Kenworthy has been one of the largest contributors to its renaissance. She continually challenges others in the organization to look at all aspects of a situation and to find new and innovative ways to continually deliver value to PMRG's members and to make membership a "must have" for healthcare researchers.

Ms. Kenworthy has an ability to look adversity in the eye and react with grace and passion.

It's that passion for trying new things and her appreciation of fearlessness that has inspired Ms. Kenworthy to take on her next task: training to complete the Susan G. Komen for the Cure Breast Cancer 3-Day in October. The decision to sign up for the walk was, she says, an act of pure faith, blissful ignorance, and blind passion for the cause. Not an exercise-oriented individual, as she began her training she started to second-guess herself. In the end, she realized she simply needed to approach this commitment the same way she tackles her professional challenges every day: believe that she can accomplish more than initially seems possible, relying on good planning and commitment to the cause.

In everything she does, at work, home, or in a voluntary capacity, Ms. Kenworthy's enthusiasm is truly inspiring and contagious.

GETTING PERSONAL *Debbie Kenworthy is Senior Manager, Business Analytics, Ortho-McNeil Janssen Pharmaceuticals (ortho-mcneil.com), Titusville, N.J., a member of the Johnson & Johnson family of companies. Her responsibilities include primary marketing research, secondary analysis, forecasting, strategic planning, project management, sales operations, manufacturing, and quality documentation. Ms. Kenworthy joined J&J in 2003 as Manager, CNS Marketing Research, Janssen Pharmaceutica, before being named Senior Manager, Business Analytics – Injectable Products, Janssen, in 2005. Before joining J&J, Ms. Kenworthy was Manager, Exelon Market Research, at Novartis Pharmaceuticals. She began her pharmaceutical career at Warner-Lambert as Standard Operating Procedure Coordinator in 1997. Ms. Kenworthy is also VP and President-Elect, The Pharmaceutical Marketing Research Group.*

Debbie Kenworthy



Shared Success

Tom Finn is an inspiring leader whose ability to form strong, lasting alliances has helped Procter & Gamble grow its healthcare business.

By creating winning alliances, Tom Finn has been able to help truly differentiate P&G and bring its pharmaceuticals division through a transition to become a healthy and highly collaborative organization.

Mr. Finn had a vision to make P&G Pharmaceuticals a 100% licensing and acquisition company, and today it sources all its new drug-development projects from academia, biotech, or pharma collaborations. Having been with the company for more than 24 years, half of which have been spent in alliance management, Mr. Finn has deep insights into the ups and downs of building alliances.

Moving up through the ranks of the global company, he got his first taste of licensing and acquisitions, a skill set that he has mastered and

used to define his career, when P&G decided to find a partner for Actonel, its now multi-billion-dollar treatment for osteoporosis. It was also during this time that he learned to become a brand master, overseeing the launches of several pharmaceutical products. Colleagues say Mr. Finn has always been in touch with the wants and needs of the salesforce, and he frequently tested new marketing and market research initiatives for their feedback.

Mr. Finn led the negotiations around the Actonel "Alliance for Better Bone Health" with HMR Pharmaceuticals, which after several mergers has evolved into Sanofi-Aventis. He continued as the global leader of the Actonel alliance for eight years and oversaw this business through the final stages of development, registration, and the launch of the daily dose. He then orchestrated the development and launch of Actonel Once-a-Week, two mergers, and the renegotiation of P&G's agreement with Sanofi-Aventis.

Mr. Finn has worked hard to establish an alliance mind-set at the company to make sure these agreements would be successful for all parties. This has required getting everyone to understand the need to cede control, become interdependent, and recognize the value that each partner brings to the collaboration. As a result of his insights and hard work, P&G has been recognized as a leader in alliance management, and in 2007 it was awarded the Alliance Program Excellence Award from the Association of Strategic Alliance Professionals.

Outside of his work, Mr. Finn serves on the board of Tri-Health Hospitals and has been active in helping to build a world-renowned center of excellence for fetal, neonatal, and maternal medicine in Cincinnati.

GETTING PERSONAL *Thomas M. Finn is President of Global Health Care at The Procter & Gamble Co. (pg.com), Cincinnati. Before being promoted to that role, he was General Manager of P&G Pharmaceuticals, North America and VP of Worldwide Strategic Planning and New Business Development, Global Pharmaceuticals. Mr. Finn began his career at P&G in 1984 as a Brand Assistant, quickly rising through the ranks. He became Marketing Director, U.S. Pharmaceuticals in 1991 and General Manager of P&G Pharmaceuticals, Germany, in 1996.*



TOM FINN

CANDID.

NAME: Thomas M. Finn

TITLE: President, Global Health Care

COMPANY: The Procter & Gamble Co.

EDUCATION: B.A., Hamilton College, 1984

DATE AND PLACE OF BIRTH: Sept. 9, 1962; Syracuse, N.Y.

FIRST JOB: Brand Assistant, Entex, P&G

INQUISITIVE.



A Personal
Touch

DR. ALBERTO Grignolo

INSIGHTFUL AND GRACIOUS, DR. ALBERTO GRIGNOLO IS A TRUE AND TRUSTED SPOKESMAN FOR PERSONALIZED MEDICINE, WHICH IS GROWING IN IMPORTANCE.

With more than 26 years of experience in regulatory and development strategy, Dr. Alberto Grignolo is helping the industry recognize the emerging opportunities to deliver the right safe and effective medicines to the right patients.

Recognizing the inefficiencies inherent in today's drug-development process, which is often based on incomplete biological information, Dr. Grignolo urges a sea change toward personalized medicine. He contends that this movement is being driven by genomic, proteomic, metabolomic, and other "-omic" knowledge, which will enable drugs to be targeted at very specific and well-defined patient profiles.

To make this important change a reality, Dr. Grignolo, who has developed a strategic partnership with the Washington, D.C.-based Personalized Medicine Coalition, counsels that there is a need for greater understanding of the nature of disease to allow drug developers to predict responders and nonresponders on the basis of the underlying molecular pathophysiology.

Across disciplines and geographies, Dr. Grignolo plays a leading role in advancing product development, and his leadership is recognized by colleagues across the industry.

During his career, he has served as an adviser to the Institute of Medicine of the National Academy of Sciences on human subject protection in clinical trials. He currently represents the Association of Clinical Research Organizations (ACRO) on the executive committee of the Clinical Trials Transformation Initiative (CTTI), established by the FDA in collaboration with Duke University to increase the quality and efficiency of clinical studies.

Clients trust his ability to help them manage business risk by promoting sound regulatory strategies and building effective relationships with regulators.

He is currently working to expand the company's product development consulting services further into the Asia-Pacific region and Latin America, a mission that calls not only on his in-depth regulatory and drug-development expertise but also on the business, management, negotiation, and teaching skills that he has developed over the years.

To Dr. Grignolo, honesty and reliability are critical in all interactions, and he strives to be consistently true to his word and to deliver what he has promised. Raised in the European tradition of expressing oneself with good manners, he guides his staff and interacts with clients and others with politeness, focus, and the utmost respect.

He counts himself as fortunate to have worked for leaders who have articulated bold visions and big ideas. He attributes his own success to people who believed in him, and is grateful to those who gave him the opportunity to use his skills to their full potential.

As part of its 25th anniversary celebration in 2007, Parexel honored those at the company who stand out as model representatives of its values. Dr. Grignolo was recognized not only for his sense of "ownership" of the assets and responsibilities entrusted to Parexel by clients and shareholders, but also for his ability to motivate and inspire his fellow colleagues.

GETTING PERSONAL *Alberto Grignolo, Ph.D., is Corporate VP and General Manager at Parexel Consulting, a business unit of Parexel International (parexel.com), Waltham, Mass. He is responsible for the management of a global team of consulting experts. With more than 26 years of experience, Dr. Grignolo has worked with biopharmaceutical companies on regulatory strategy, development programs, and in preparations and meetings with the FDA and other regulatory agencies. Before joining Parexel in 1992, Dr. Grignolo served as President of Fidia Pharmaceutical Corp. and held management positions in regulatory affairs at SmithKline and French Laboratories.*

WELL-MANNERED.
RELIABLE.

NAME: Alberto Grignolo, Ph.D.

TITLE: Corporate VP and General Manager, Parexel Consulting

COMPANY: Parexel International

EDUCATION: B.S., Duke University, 1974; Ph.D., Experimental Psychology, minor in Neurobiology, University of North Carolina at Chapel Hill, 1980; Postdoctorate in Neuropharmacology, Duke University Medical Center, 1982

PLACE OF BIRTH: Torino, Italy

ON HIS READING LIST: *The World is Flat*, by Thomas Friedman; *Execution: The Discipline of Getting Things Done*, by Larry Bossidy and Ram Charan, with Charles Burck



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LAURA MARSH LYNNER **A POSITIVE VOICE**

Open about herself and her beliefs, Laura Marsh Lynner inspires others to live by the same standards of honesty and integrity that she demonstrates every day.

Her strong ethics and collaborative, fair approach have helped her to build strong partnerships and ensure the best outcomes for the business.

In her professional life, she constantly demonstrates an ability to target the important issues. She is continually looking forward to how she and her colleagues can change and evolve the business model and processes to stay ahead of industry trends.

Ms. Lynner was brought into Scientific Voice with a mission to take on the daunting task of reorganizing the company to create a smart work flow and cohesion, and she has transformed it from a service-based company to a technology-led business model. To ensure there was a broad contribution to completing the goals, she provided her direct reports and colleagues with the tools and resources needed. She guided teams, providing clear focus; recognized and promoted talent; and helped nurture the careers of those who might otherwise have been overlooked. At the same time, she encourages her young colleagues to spread their wings and champions their success. Ms. Lynner always provides support and a safety net, and she takes the time to provide as much information as possible and frames it with her own insights.

Thanks to a philosophy of inclusion, trust, and communication, Ms. Lynner has a way of making everyone around her at every level feel comfortable. People flourish under her leadership because she pinpoints their strengths and helps them excel. Her centered, calm demeanor in the face of constant motion is also an important influence in how she leads, and she encourages balance in her employees' lives.

Her abilities to create a vision, build the environment to support the vision, and focus energies to a common purpose have led to the formation of a team of positive, enthusiastic, and innovative leaders.

When working with clients, she treats complexities as opportunities, helping to steer process adaptations to meet changing business requirements with accuracy and understanding. It certainly helps that Ms. Lynner thrives on change, enjoying complex tasks that involve multiple disciplines and fluidly moving between them. She demonstrates that in the way she handles the heavy commute she does to work, from her home in Connecticut to her job in Chicago and New Jersey, and to visiting clients throughout the United States.

Laura Marsh Lynner is a consummate professional who consistently demonstrates integrity, compassion, sound leadership ability, and class.



Earlier in her career, at age 28, Ms. Lynner raised capital and started a consumer healthcare publishing company that was later sold to the New York Times. And she was the driving force behind the management buyout of a medical education company that is now part of Publicis Healthcare Communications Group.

One way she accomplished this was by launching a state-of-the-art speaker bureau platform at Scientific Voice, known as Gateway. The Gateway Platform consists of portals for field sales, sales management, speakers, and compliance departments and was built as a RIA (rich internal application) to support highly compliant, verifiable, and reportable speaker bureau programming.

A firm advocate of DTP and DTC, Ms. Lynner believes these channels have enabled people to talk openly about diseases and treatments, helping to educate, empower, and support patients. Maintaining there is much more to be done in this area, she is working to ensure Scientific Voice works to support such programs as patient-to-patient and nurse-to-patient speaking programs.

In her own personal battle with breast cancer, Ms. Lynner chose courage over fear and knowledge over personal privacy. Eager to participate in a program that might lay the groundwork for helping other breast cancer patients in the future, Ms. Lynner embraced integrated wellness techniques as part of her therapy and her support of and personal participation in these integrated healing modalities have helped broaden knowledge in the healthcare field and have contributed to the bridge being built between integrative and allopathic healing paradigms.

Having experienced the industry from many vantage points, including as a patient, Ms. Lynner is eager to see the life-sciences industry take back its voice and power. On a professional and personal level, Ms. Lynner has a knack for handling even the hardest of days with maturity, humor, and humanity.

GETTING PERSONAL *Laura Marsh Lynner is Executive VP, Managing Director, of Scientific Voice (scientificvoice.com), Chicago, a Publicis Healthcare Communications Group company, which she was recruited to relaunch. She started her career in field sales for Chesebrough-Pond's and later joined Einson Freeman, a promotion marketing organization. Having broadened her skills she launched two controlled-circulation publications targeted at expectant parents. These were later purchased by the New York Times, and while there Ms. Lynner relaunched one of NYT's existing titles targeted to women in late-stage pregnancy. She then joined Grey Direct as Executive VP, and in 1997 joined a medical education company, which was merged with other companies to create VHC. Ms. Lynner led the management buyout and later sale of VHC to Publicis Healthcare Communications.*

NAME: Laura Marsh Lynner

TITLE: Executive VP, Managing Director

COMPANY: Scientific Voice

EDUCATION: B.S., Administrative, Mercy College

PLACE OF BIRTH: Mount Vernon, N.Y.

ON HER READING LIST: Why God is Laughing, by Deepak Chopra; The Way of the Horse, by Linda Kohanov; Primal Leadership, by Daniel Goleman

FAMILY: Husband, Jeffrey Lynner; Fred, a miniature dachshund

NEXT ON HER LIST TO ACCOMPLISH: Write a book on leadership; publish FRED books — FRED stands for FRIends through EDucation, each FRED book is a short take about a long journey through cancer. FRED seeks to impart education and support both to children and adults; learn French and live part of her life in Europe with her husband, dog, and horse

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it’s not just me
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Adriann Sax's ability to motivate and spark enthusiasm has been instrumental in her rapid ascent up the ranks in the pharmaceutical arena.



Adriann SAX

PASSIONATE.

COMMITTED.

NAME: Adriann Sax

TITLE: Executive VP, Business Development and Strategic Planning

COMPANY: King Pharmaceuticals

EDUCATION: B.S., Animal Science, University of Delaware; MBA, Marketing and Finance, Keller Graduate School

PLACE OF BIRTH: Wilmington, Del.

ON HER READING LIST: Historical fiction (her friends say she should have been born 500 years ago, during the time of King Henry VIII)

FAMILY: Husband, Jeffrey; daughter, Jennifer, 13; parents, Morris and Marilyn Weiler; brother, Steven

FIRST JOB: At 12 she worked at a veterinary hospital on the weekends, cleaning animal cages and assisting in surgeries, a job she held until she was 21

HOBBIES: Antiquing, reading, movies, going to the beach, spending time with family and friends

KING'S QUEEN OF "YES"

Every person who works with Adriann Sax gets to experience an environment that supports confidence, education, and fun.

From a young age, Ms. Sax wanted to make a meaningful difference in the lives of people and animals. This need became her passion and it influenced her education, career, and relationships. William Schwartz, DVM, was her first mentor; she met Dr. Schwartz, a family friend, as a young child and after a lot of begging over the years, he agreed to give her a part-time job at his veterinary hospital, where she worked for more than a decade. He always spoke highly of the pharmaceutical industry and advised her to consider selling pharmaceuticals as a career choice instead of becoming a veterinarian.

That passion, when combined with hard work and a refusal to take "no" or "can't" as an answer, means she is driven to accomplish whatever she sets out to achieve.

Ms. Sax is a visionary leader who can deliver on important initiatives by bringing out better than the best in each person, especially in times of challenge, which helps to drive her teams' successes.

During her career at several large pharmaceutical companies she worked on the launches of various drugs that encountered challenges along the path to market. Throughout these difficulties, Ms. Sax collaborated with scientists, clinicians, opinion leaders, industry experts, and patients to find the best solutions. She exemplified a courage and unwavering dedication that was infectious across the teams, encouraging them to keep going despite many setbacks.

An example is the role she played in helping to bring Erbitux to the market for the treatment of metastatic colon cancer. Despite numerous setbacks, Ms. Sax and her clinical colleagues stayed the course, ultimately shepherding the drug to approval. Her proudest moment came soon after the drug's approval when her daughter gave her a card she had made at school in which she called her Mom her hero, "...because my Mommy helps people by making medicine for cancer. She is my role model ..."

An advocate for the value that the industry brings to society, Ms. Sax would like to see pharma and biotech companies do a better job of educating the public about the value of medicine and investing in continued research to move the focus away from price.

Over the past 20 years, Ms. Sax has been a practitioner of innovative thinking and has successfully led business development, strategy, and commercialization initiatives globally in the areas of pharmaceuticals, biotech products, and devices.

During the past three years at King Pharmaceuticals, Ms. Sax and her team have led numerous successful transactions. She has achieved this by redesigning the company's business development process and introducing a disciplined, strategically aligned, robust evaluation process and instituting an executive oversight decision committee.

An advocate for diversity, Ms. Sax helped develop and lead King's diversity council and other initiatives for developing women both within and outside the company, including a soon-to-be-launched women's leadership Internet resource for education and career advancement. Over the years, she has given her time to counsel young women entering the pharmaceutical field, has long been involved with the Healthcare Businesswomen's Association (HBA), and spearheaded King's premier sponsorship of HBA's 2007 Leadership Conference.

Additionally, she was recently named as a foundation associate of the Women Business Leaders of the U.S. Healthcare Industry, an organization that supports women executives in the areas of professional education, leadership development, and effective communications. Volunteering her time and knowledge is an important facet of her life, which also includes speaking regularly at industry conferences and meetings.

Ms. Sax is equally committed to the health of animals, which harkens back to her early days of working in a local veterinary hospital, and she and her family give their free time to care for orphaned, sick, or disabled animals, volunteering at animal shelters, and contributing to the protection of endangered species.

GETTING PERSONAL *Adriann Sax is Executive VP for Business Development and Strategic Planning at King Pharmaceuticals Inc. (kingpharm.com), Bristol, Tenn. She has more than 21 years of pharmaceutical experience. Before joining King, she led the oncology franchise for Merck, and previously was VP, Marketing, for the U.S. operation of the Bristol-Myers Squibb Oncology franchise, beginning in new product planning and business development for oncology, immunology, and biotherapeutics.*

Alliance Champion

Building teams, developing alliances, and rallying people to build stronger organizations are just some of the qualities that make Michael Leonetti an inspiring leader.

An intuitive professional when it comes to developing business strategies, Mr. Leonetti is at the forefront of the field of managing alliances, a critical area for the future success of the pharma industry. He is a champion at focusing on what's necessary for effective alliances and strategic partnerships at Boehringer Ingelheim (BI). Thanks to his insightful approach to building teams, he has brought synergy to many commercial functions, including healthcare partnerships, government affairs, and managed care/trade relations teams.

Beyond his day-to-day work, Mr. Leonetti has been instrumental in turning around the Association of Strategic Alliance Professionals (ASAP), a nonprofit organization. Over the last two years in his role as chair of the global board of ASAP and chair of the BioPharma Council within ASAP, Mr. Leonetti has made a significant impact in increasing membership across all industries — in particular within the biotech and pharmaceutical sectors — ensuring that alliance management is seen as a core competency. He inspires ASAP members to think outside the box, communicate openly, share best practices, collaborate with one another, and ultimately form better partnerships. At both BI and ASAP, Mr. Leonetti is a leader who colleagues respect and subordinates respond to.

With such an open and progressive attitude, it's no surprise that Mr. Leonetti

admires people who are not only competent, but honest and full of integrity.

Setting the example for others with his own commitment to collaboration, Mr. Leonetti says he would like to see the industry improve its collaborative practices to achieve the benefits pharma companies are seeking for their patients.

GETTING PERSONAL *Michael Leonetti is Executive Director, Health Care Partnerships, at Boehringer Ingelheim (boehringer-ingelheim.com), Ridgefield, Conn., where he leads a dedicated team of alliance management directors, who have worked with key partners, such as Abbott Labs, Astellas, Eli Lilly, Pfizer, and other key pharmaceutical and patient-focused companies. Mr. Leonetti, a longtime BI employee, is an accomplished leader with 20-plus years of experience in a variety of key leadership capacities demonstrating diverse leadership skills to develop highly visible healthcare alliances resulting in multibillion dollar partnerships. Mr. Leonetti is Chair of the global board of ASAP and also chairs its BioPharma Council. He previously served as a board member of the New England Health Institute (NEHI).*



Mike Leonetti inspires others to think outside the box, communicate openly, share best practices, collaborate with one another, and ultimately form better partnerships.

MICHAEL Leonetti

NAME: Michael Leonetti

TITLE: Executive Director, Health Care Partnerships

COMPANY: Boehringer Ingelheim Pharmaceuticals Inc.

EDUCATION: BBA, Western Connecticut State University; M.S., University of New Haven

DATE AND PLACE OF BIRTH: April 26, 1956; Bridgeport, Conn.

ON HIS READING LIST: *The Age of Speed*, by Vince Poscente; *Getting to Yes*, by Roger Fisher and William Ury

FAMILY: Wife, Kim; three children — Elizabeth, Erica, and Michael

FIRST JOB: United States Marine Corps

HOBBIES: Fishing, running, umpiring (baseball), biking

INTUITIVE.

COMPETENT.

King Pharmaceuticals congratulates the 2008 PharmaVoice 100 honorees.

Through your passion of life sciences, you are shaping strategy, technology and innovation across our industry.

Thank you for the leadership you demonstrate while continuing to influence the paths to improve and protect the quality of life in patients we serve.

 King Pharmaceuticals