

The **Brand Champions**

MILLIONS OF DOLLARS AND MANY YEARS — IN SOME CASES, DECADES — ARE SPENT MOVING A PRODUCT FROM THE CLINIC TO THE MARKET. CHAMPIONING THE BRAND IS OF THE UTMOST IMPORTANCE TO THOSE WHO ARE CHARGED WITH MAKING SURE THE RESOURCES AND INVESTMENTS ARE NOT FOR NAUGHT. These individuals are stalwart in their attention to brand detail and employ creative strategies to make sure a product has the best market position possible.



In a risk-averse industry, the individuals who are willing to take a chance and chart unknown territories are exceptional. With his confident and composed outlook, Michael Laferrera has demonstrated numerous times that he's not afraid to take chances to bring his brands to the next level.

Agencies that work with Mr. Laferrera sing his praises as a cutting-edge leader with strategic foresight and marketing skills, and his ability to treat agencies and vendors as true business partners is widely acknowledged.

And those who have known him from early in his career say it's no surprise to see him in upper management.

His experience in the industry gives him

TAKING THE INITIATIVE

Michael Laferrera has an innate ability to lead and inspire those around him.

an edge: not only does he have a vast understanding of the dermatology market, which is a key asset to Barrier Therapeutics, but he also has a strong sales background, which provides him with valuable insight when working with the field force. All this combined means he plays a pivotal role in the company's growth.

What enables Mr. Laferrera to execute on ideas is that he is always able to keep the big picture in mind to move business. He has the ability to manage the details while strategically creating the vision for his company. He always questions current programs to make sure the company and his team are moving in the correct direction.

And while his team members admire him and strive to match his work ethic and dedication, he also places a lot of trust in them to implement initiatives and to demonstrate accountability.

A progressive thinker, Mr. Laferrera believes the defining moment for the industry came when DTC advertising for prescription pharmaceuticals was given the green light. But he is also well aware of the pressures companies such as Barrier face, in particular funding new chemical entity development in specialty pharma as hurdles to FDA approvals increase. He strives to meet those challenges head-on by planning for

adversity, then attacking it with a positive outlook.

GETTING PERSONAL *Michael Laferrera is VP, Marketing and Commercial Operations at Barrier Therapeutics Inc. (barriertherapeutics.com), Princeton, N.J. He joined the company in 2003 from Nelson Communications, where he was Executive VP, Managing Director. Before that, Mr. Laferrera was Director, Business Development at Galderma Laboratories, where he headed all North American business development activities.*

Editor's Note: As this issue was going to press, Barrier Therapeutics, which develops and markets dermatology products, announced that it had signed a merger agreement with Stiefel Laboratories Inc., the world's largest independent pharmaceutical company specializing in dermatology. Under the agreement, Stiefel Laboratories will purchase all of the outstanding shares of Barrier Therapeutics.

NAME: Michael Laferrera

TITLE: VP, Marketing & Commercial Operations

COMPANY: Barrier Therapeutics Inc.

EDUCATION: B.S., Business Administration, Marketing Concentration, University of Delaware, 1990

ON HIS READING LIST: Execution, by Larry Bossidy, Ram Charan, and Charles Burck

FIRST JOB: Sales representative, Ortho Pharmaceuticals

NEXT ON HIS LIST TO ACCOMPLISH: Publish his own book

COMPOSED.

CONFIDENT.

Michael LAFERRERA

RESOURCEFUL.

NAME: Susan Dorfman
TITLE: VP, Global Marketing
COMPANY: Skila, a Sela2 Company
EDUCATION: New York Institute of Technology; working toward a doctorate in Health Administration from the University of Phoenix
PLACE OF BIRTH: Ukraine, moved with parents to the United States in 1976, settling in New Jersey
ON HER READING LIST: Books focused on global healthcare, and trade publications, such as PharmaVOICE, New England Journal of Medicine, Harvard Business Review

CHARISMATIC.

WINNING LESSONS

What keeps Susan Dorfman awake at night is figuring out new solutions for customer problems. Ms. Dorfman is a highly energetic and driven professional with a razor-sharp understanding of the pharmaceutical industry and the changing trends that are affecting companies and brands today.

Passionate about her work, Ms. Dorfman can always be counted on to come up with a forward strategy backed by innovative ideas. She exemplifies the type of leader who always challenges herself with long-term visionary goals and continuously demonstrates an unselfish dedication to her team, company, and clients.

Ms. Dorfman's resourceful and charismatic nature was ingrained from her upbringing, where as an only child she realized early on that her greatest accomplishments were the result of creative and often outside-the-box thinking as well as the ability to proactively seek out and develop relationships with others.

Her first sojourn into the professional world began at the age of 17 when, told by a family friend that she needed to find her independence and get a job, she started working part-time in a posh Manhattan clothing store, a job she reveled in for four years while completing her master's degree.

Always keen to take on the next challenge, Ms. Dorfman's next big accomplishment is to complete her doctorate requirements and defend her dissertation.

A respected mentor and healthcare visionary, Ms. Dorfman's deep-dive insights, roll-up-your-sleeves contributions, and can-do attitude have an infectious effect on everyone she touches.

She credits those she has worked for and with, and those she has led, with mentoring her through their successes and failures, good qualities and bad. It is in this way that Ms. Dorfman has learned to lead with respect, follow with courage, listen with openness, debate with passion, fight with vigor, win with humility, and lose with pride.

This marketing innovator seeks to inspire those around her by demonstrating an unselfish dedication in all she does by encouraging and supporting people through good times and bad while helping them find the best in themselves and their surroundings; by being an effective listener and communicator; by following up; by helping and encouraging her colleagues to

SUSAN Dorfman



What most inspires this marketing innovator is people who have the tenacity to go forward, who are critical thinkers, and who find innovative ways to get the unimaginable done. All of these traits also define Susan Dorfman herself.

think and work creatively; by sharing knowledge, experiences, and dreams; and, finally by having fun and never stifling creativity and desire.

GETTING PERSONAL Susan Dorfman is VP of Global Marketing at Skila, a Sela2 company (skila.com), Morris Plains, N.J., where she is responsible for the company's overall global marketing strategy and product positioning. Previously, Ms. Dorfman was the Senior Marketing Strategist at Dendrite International. Other roles have included VP of Sales and Marketing for various pharmaceutical marketing services companies, including PharmaWay (a CCG Group) and Pharmagistics. Ms. Dorfman is a member of the American College of Healthcare Executives and the Disease Management Association of America, where she currently serves on the patient safety and provider satisfaction subcommittees.

John HARRINGTON

NAME: John Harrington
TITLE: VP, Oncology BU
COMPANY: Sanofi-Aventis

Exemplifying the meaning of leadership, John Harrington motivates and inspires the people who

work for him because of his core values, which are deeply rooted in his long pharmaceutical career.

Mr. Harrington leads by example, creating a strong core of followers who are loyal to him and what he stands for.

GETTING PERSONAL John Harrington is VP and Head of the U.S. Oncology business unit at Sanofi-Aventis (sanofi-aventis.us), Bridgewater, N.J. He has responsibility for the sales and marketing of Eloxatin, Taxotere, Elitek, and Anzemet.

Editor's Note: Humble by nature, Mr. Harrington deferred from providing us with any personal information. We thank the many individuals who nominated Mr. Harrington for this honor.

BRAND TRANSFORMER WITH A PERSONAL TOUCH

“Surround oneself with talented individuals, love what you do, and have a life.” It’s this combination of business and personal philosophy that endears Kathy Magnuson to colleagues and clients and makes her such an inspiration to be around.

A thought leader on issues ranging from industry reputation to integrated marketing, Ms. Magnuson has taken the lead in reinventing and reinvigorating Brand Pharm.

Under her leadership, the agency has brought alternative thinking to life. She has brought a new level of rigor to the 80-person firm by pushing beyond the conventional to help the agency own a unique position in the medical advertising landscape and capitalize on marketing opportunities.

Over the last two years, she and her team of strategically creative people have transformed the agency’s corporate culture through an external and internal rebranding, established a Growing Green initiative to reduce the agency’s carbon footprint, and led the agency to significant new business wins.

She inspires and commands the respect of clients by continually challenging her team to provide the best, most targeted, creative, and strategic positioning and messaging for their brands.

A driving force in the life-sciences industry for more

than two decades, Ms. Magnuson started out with Visual Information Systems, which developed both the Physician’s Radio Network and the Network for Continuing Medical Education. Over her career, she has launched new products, spent time in medical education, public relations, and even worked in DTC in the early days — an area she regards as the defining moment for the industry. It’s this broad spectrum that has gives her a well-rounded perspective on the business.

As her achievements have gained recognition, she has never lost the ability to interact effectively and compassionately with staff and clients. She inspires those around her by receiving their ideas in a positive way and encouraging them to find new solutions and alternative ways to deliver the work. Always willing to work in the trenches, colleagues at all levels seek her out for her insights and knowledge.

She credits the people she has worked with over the years for helping her to grow and learn. One of her

most rewarding working experiences involved the launch of Humulin with Eli Lilly and the accompanying support the company provided to the then newly established American Association of Diabetes Educators. Ms. Magnuson says the partnership that developed, and the way it strengthened the treatment of diabetes, has always stood as an example of how the industry can help patients live better, longer. She has personal experience of the benefits of being well-informed about healthcare, having a sister with diabetes and celiac disease.

Her personal side is never far away, and she is always willing to share aspects of her personal life with colleagues, bringing warmth to her relationship with coworkers. In an industry that can sometimes be a little impersonal, Ms. Magnuson will inquire about her coworkers’ families and personal lives — not because she feels it’s the right thing to do, but because she sincerely cares.

GETTING PERSONAL *Kathy Magnuson is Executive VP of Brand Pharm (brandpharmusa.com), New York, a full-service medical advertising agency, overseeing the management of client services, operations, and financials. Previously, she was Executive VP, Director Client Services, Medicus (now known as Medicus/Lifebrands). Ms. Magnuson has worked for a broad spectrum of agencies and media organizations, including Sudler & Hennessey, where she led the Roche and Merck business efforts; KPR/Stratis and KPR; MedAd; JWT Healthcare; and Visual Information Systems.*

NAME: Kathy Magnuson

TITLE: Executive VP/Managing Director

COMPANY: Brand Pharm

EDUCATION: Bachelor of Applied Arts, Central Michigan University

PLACE OF BIRTH: L’Anse, Mich.

ON HER READING LIST: *The Political Brain: The Role of Emotion in Deciding the Fate of the Nation*, by Drew Westen; *Fearless Fourteen*, by Janet Evanovich; *Body Signs*, by Jacqueline Nardi Egan and Joan Liebmann-Smith

FAMILY: Married to Mark Wall for 13 years; two daughters — Amelia, 8, and Julia, 6 — both adopted from China (although both girls come from the same province in China, they couldn’t be more disparate in temperament and demeanor; they are a joy and a blessing, and by far the greatest challenge she has faced)

HOBBIES: Music and singing

NEXT ON HER LIST TO ACCOMPLISH: Raising her children to be kind, caring, curious, and enthusiastic about life

INSIGHTFUL.

COMPETENT.

Kathy Magnuson is a leader whose marketing and brand knowledge and insights are sought by colleagues, clients, and key media.

KATHY MAGNUSON



THE IDEA GALVANIZER

He'll have you at "hello." So say those who have worked with Mike Rutstein.

The guy you want on your team, Mr. Rutstein has an innate ability to go from A to Z in a nanosecond, and he has a genuine desire to provide clients with the very best in brand stewardship. It's a talent that's envied by even his savviest colleagues. Unafraid to take on the biggest challenge, Mr. Rutstein produces results that make heads spin. He navigates through data, looks at problems, sees the opportunities, and finds the right place for a brand to take

NAME: Mike Rutstein

TITLE: Executive VP, Consumer Healthcare, Chief Growth Officer

COMPANY: DraftFCB NY

EDUCATION: B.S., Syracuse University; S.I., Newhouse School of Public Communications

DATE AND PLACE OF BIRTH: Aug. 16, 1969; Springfield, Mass.

ON HIS READING LIST: Sex, Drugs and Cocoa Puffs, by Chuck Klosterman; When You Are Engulfed in Flames, by David Sedaris

THE QUALITIES IN OTHERS THAT INSPIRE HIM: Curiosity — the world in which we live is nothing more than an incubator for ideas; there's nothing more stimulating than walking in on a Monday morning and watching someone turn a meaningless mound of sand into a thriving, killer ant colony

its stance. And, he does so with conviction, astuteness, and poise, bringing a fresh perspective and innovative approach to every situation. In a room full of indecision, he is the galvanizer.

His impressive track record says it all. Mr. Rutstein has learned the healthcare business inside and out and has dedicated his career to healthcare marketing and communications, helping build some of the most famous healthcare brands. He has a passion and is focused on unlocking the true potential of ideas that will positively change people's lives.

As a visionary iconoclast, everything he has accomplished in his career is a direct result of bucking the norm. In the two years that Mr. Rutstein has led the Consumer Healthcare Practice at DraftFCB, he's proven to be unbeatable, winning 13 out of 16 new business pitches, doubling the size of the practice, and receiving industry recognition with the Pharmaceutical Advertising and Marketing Excellence Awards (PhAME) for Consumer Healthcare Agency of the Year in 2006 and runner-up in 2007.

But his most significant accomplishment is helping his clients grow their brands and businesses. He approaches DTC advertising with a new lens on an industry that is in dire need of insight and an approach to motivate patients to take action. He has developed a approach

called "magical thinking" that taps into unconscious emotional layers that cause patients to resist treatment or ask for help.

He actively shares his knowledge at conferences and lectures and is always looking to mentor and guide young minds through the advertising business. Eschewing hierarchies, Mr. Rutstein believes it's irrelevant where an idea comes from, just as long as it's powerful and will move clients' business.

Clients and colleagues alike are inspired by Mr. Rutstein's boldness, insightfulness, passion, commitment, and friendship.

GETTING PERSONAL *Michael S. Rutstein joined DraftFCB New York (draftfcb.com), New York, in January 2006 as Executive VP, Director of Consumer Healthcare. He was recently named Chief Growth Officer for the agency. Previously, he was Senior Partner, Managing Director of Health, at JWT. Mr. Rutstein began his career at Sudler & Hennessey in 1991, and he has also worked for Harrison, Star, Wiener & Beitler and Bates.*

Mike Rutstein has it all: smarts, intuitiveness, leadership, salesmanship, creativity, and a relentless passion and drive to win; above all, he has an infectious personality that influences and motivates others.



Mike **RUTSTEIN**

VISIONARY.

ICONOCLASTIC.

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TIME

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or e-mail mwalsh@pharmalinx.com

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Bob **MASON****SOUL
MAN****NAME:** Bob Mason**TITLE:** Executive VP/Managing Director of Brand Strategy**COMPANY:** Palio**EDUCATION:** B.S./B.A. (dual major in business administration and communication arts), Aquinas College; MBA, The Eli Broad Graduate School of Management, Michigan State University**DATE AND PLACE OF BIRTH:** March 18, 1968; Detroit**ON HIS READING LIST:** Rengen: The Rise of the Cultural Consumer, by Patricia Martin (started reading it in the midst of pitching the Beech-Nut baby food business — it helped shape his thinking about the target for the brand); Understanding Pharma, by John Campbell; The Replacements: All Over But the Shouting, by Jim Walsh**FAMILY:** Married to Bridget for 15 years; son, Benjamin, 8, and daughter, Ella, 4**FIRST JOB:** Working at Warren Pipe and Supply in Warren, Mich., stocking shelves, sweeping floors, painting the building, installing a sprinkler system**HOBBIES:** Music, reading, Little League Baseball, following the Detroit Tigers**TOUGHEST TASK:** Encouraging people to have courage in the face of adversity

HOPEFUL.

GENUINE.

BOB MASON LEADS HIS TEAM OF RESEARCHERS, BRAND CONSULTANTS, AND SCIENTISTS WITH A KEEN EYE, PASSION, AND A SHARP WIT AS THEY HARNESS PRODUCT TRUTHS AND CONSUMER INSIGHTS TO HELP BRANDS ACHIEVE THEIR POTENTIAL.

Fresh thinking and provocative ideas are music to Bob Mason's ears.

As Mr. Mason sees it, agencies are in the idea business, so he strives to make Palio a hotbed of thinking, instituting a philosophical approach to the brand work the company does based on solid insights and creative thinking.

He formed Palio's Brand Strategy Group, comprised of two core pillars of the agency: medical strategy and brand planning. The group works collaboratively to harness the power of scientific and branding expertise. The medical strategy team is staffed with physicians and Ph.D.s who know the science behind pharmaceuticals; the brand planning group then builds from that foundation to develop positioning and communication platforms that distinguish brands in the marketplace. He has built a team of fierce brand professionals known for great work.

Mr. Mason is passionate about finding the marketing sweet spot, and he's done so throughout his career. More than a decade ago, while on the consumer advertising side, he contributed to the pitch and wrote the brief to win the \$260 million Mazda account. The pitch was called "zoom, zoom" and 11 years later this remains the company's tagline.

His creativity extends into all aspects of his life. A music lover and aficionado, Mr. Mason plays drums and piano — and guitar really badly, he says — and has about 9,000 songs on his iPod. His office is filled with old punk band T-shirts, band posters, and photos of various recording artists. The memorabilia serves as a constant reminder that great brands, like great bands and music, go deeper than just their mere rationale components. They connect to people's hearts and souls.

Recognizing that setbacks are an inevitable part of the agency business, he helps his team members remain focused on the creative process. He urges them to be curious and to take pride in what they do and how they do it. He reminds them that what they create is their ultimate calling card.

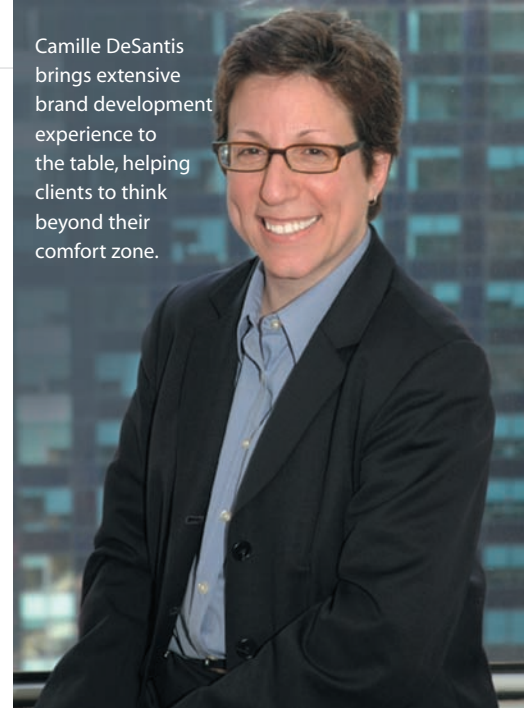
His hopeful nature means he is always pushing for better insights and innovative approaches, while getting at the truth to deliver straightforward campaigns. The best marketing communications practitioner, he believes, encompasses being a bit of a dreamer while having a healthy "BS" detector.

Driven by the motto "create your own destiny or someone else will," Mr. Mason constantly pushes to capture a relevant, differentiating, and compelling idea for a brand.

When working with others, Mr. Mason admires traits that are reminiscent of his mother and father: honesty, fairness, good listening skills, and a great sense of humor. And he pushes for courage, saying there are 1,001 reasons to not do the right thing for a brand and marketers need to constantly challenge themselves and not take the easy way out. He strives for and champions ideas and work that are insight-driven and break through the clutter.

GETTING PERSONAL Robert C. Mason is Executive VP, Managing Director of Brand Strategy, at Palio (palio.com), Saratoga Springs, N.Y., and has worked on general market and multicultural brand-planning initiatives for a wide range of clients in the United States, Canada, Europe, and Asia. Before joining Palio, Mr. Mason served as Senior VP at BBDO Detroit, overseeing planning on Chrysler. Before BBDO, he was VP of Consumer Insights Inc. Additional agency experience includes roles at D'Arcy, Masius, Benton & Bowles, Doner, and Ross Roy Communications.

Camille DeSantis brings extensive brand development experience to the table, helping clients to think beyond their comfort zone.



BRANDED: INSIGHTFUL AND INSPIRING

With rare strategic insight, Camille DeSantis sees the bigger picture where global healthcare, wellness, patient care, bioscience, and the pharmaceutical industries converge.

She can listen to a discussion and sum up the strategy behind what needs to be communicated in just a few words. Ms. DeSantis pulls from her 25 years of experience in clinical practice and healthcare brand development to confidently encourage clients to think beyond their comfort zone to make their brands the best possible in their respective space.

Generously giving of her time and expertise in the healthcare community, Ms. DeSantis has worked pro bono to support projects at nonprofit organizations, including breast cancer awareness campaigns for New York schools and rebranding efforts for In The Life Media and its companion public television documentary series, In the Life.

And although she is busy building her new brand development company, she makes time to help mentor others and navigate them through their careers.

Her selfless devotion and commitment

Camille

to her trade and to others makes her an asset to her colleagues, peers, and clients.

Her desire to help others is guided in part by her own experience in joining the strategic and creative sides of the business. Starting out in the clinical practice arena, Ms. DeSantis says one of the toughest tasks in her career was making the transition from the professional healthcare sector to the pharmaceutical advertising arena. She refers to the shift as the classic Catch-22: how to become a copywriter if you've never written copy, but how can you write copy if no one ever gives you the opportunity to do so? It took a lot of banging on doors to find that first opportunity, she says.

Ms. DeSantis believes that growth comes with readiness, saying teachers appear when the student is ready, and that it's a matter of keeping one's eyes, ears, and heart open to the wisdom those teachers or mentors provide.

Today Ms. DeSantis is reaping the rewards of the lessons she has learned and her own gutsy determination that has led to a defining moment when she and business partner Maria Casini decided to start their own brand development business.

Ms. DeSantis has the characteristics on which strategic thinking and creativity thrive: passion and curiosity. She is passionate, she puts her heart and soul into everything she does; and she is curious, always looking to learn new things and better understand the world around her.

GETTING PERSONAL *Camille DeSantis is President and Cofounder of Guard Dog Brand Development LLC (guarddogbd.com), New York. She has held senior brand strategy, creative, and management positions at a number of agencies, including Edelman, BioScience Communications, Accel Healthcare Communications, and Grey Healthcare Group. Before joining the pharmaceutical advertising arena, Ms. DeSantis worked as a Clinical Chemistry Supervisor for the Hospital for Special Surgery, New York.*

NAME: Camille DeSantis

TITLE: Copresident and Cofounder

COMPANY: Guard Dog Brand Development LLC

EDUCATION: B.S., Biotechnology/Medical Technology, Iona College, 1983; Licensed Medical Technologist with the American Society of Clinical Pathology (MT, ASCP); Licensed Clinical Laboratory Scientist with the National Certification Agency (CLS, NCA)

PLACE OF BIRTH: Bronx, N.Y.

ON HER READING LIST: I Still Have It... I Just Can't Remember Where I Put It, by Rita Rudner; and Emotional Branding, by Daryl Travis

HOBBIES: Guitar playing, concerts, theater, films, and writing (in the immediate future, she would like the opportunity to finish writing her grandmother's memoir, which is more like a modern-day parable than a biography)

THE QUALITIES IN OTHERS THAT INSPIRE HER: To use a Wizard of Oz metaphor — brains, heart, and nerve, also known as courage (and not necessarily in that order)

PASSIONATE.

CURIOUS.

DESANTIS

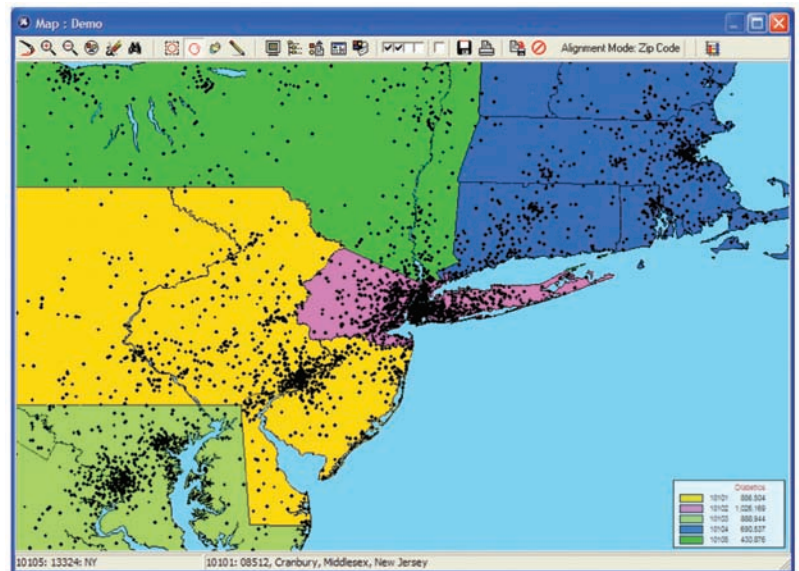
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Jose **DE LEON** RESPECT + EFFORT = MISSION ACCOMPLISHED

JOSE DE LEON IS TRULY AN INDEPENDENT THINKER WHO REGULARLY RECOGNIZES OPPORTUNITIES THAT OTHERS OVERLOOK.

Mention of Jose De Leon's name brings a smile to the faces of his colleagues across the globe.

From the way he manages to the extraordinary achievements he has helped to bring about, those who work with

him describe him as the heart and soul of what's great about the pharmaceutical industry.

His expertise and experience transcend borders; he has launched new brands in 12 different countries. It is this experience — spending time in so many countries and getting to know and understand how different people think — that has helped him deliver such success for the companies and brands he has worked with.

His dedication to the industry and what it does in discovering and developing new agents runs deep, and he

recognizes the massive challenges the industry faces. But once a product has gone through the development hurdles, he is the individual any company would want on its product planning team. Among the brands that Mr. De Leon has had a huge hand in helping to bring to market are Lopid, Pravachol, and Lipitor, with another potential blockbuster in the offing.

With Lipitor, Mr. De Leon rewrote the rules of pharmaceutical forecasting, but it wasn't without its challenges, especially trying to gain alignment on the creative approach for the launch ads in seven major markets.

Today at Daiichi Sankyo, he plays a significant role in the company's success, after having done the same for many other organizations, including Bristol-Myers Squibb and Parke-Davis.

A delightful, egoless, and inspiring leader, Mr. De Leon is always supportive of people and their ideas, while at the same time challenging his team to do better work. He does this by treating his people with respect, honesty, and openness, and giving them all of the information that he has to help them do their jobs better and make the best possible decisions. Because his reports trust him and know he will look out for them, they give him 150% of their work effort.

For himself and his team, he is adamant about maintaining integrity, demonstrating professionalism, driving results, using accurate and persuasive communications, and maintaining positive relationships.

GETTING PERSONAL *Jose De Leon is Senior Director CV, New Product Planning, at Daiichi Sankyo Inc. (sankyopharma.com), Parsippany, N.J., where he has been for almost eight years. Before joining Daiichi Sankyo, he spent 20 years at Parke-Davis, a division of Warner-Lambert, where he held numerous positions ranging from Product Manager in the United States*

A BRONX TALE

With gutsy determination and hard work, Renee Mellas has spent the last seven years of her career building brands, adding to her agency's business, and winning the respect of her colleagues.

RENEE MELLAS

Renee Mellas' ascension in the world of healthcare advertising has been a tour de force. Over the past 17 years, Ms. Mellas has seen it all — starting as an administrative assistant to eventually becoming a partner and general manager with Wishbone/ITP.

Ms. Mellas started her journey in the Bronx and, thanks to her sporting prowess, particularly at soccer, she won a full athletic scholarship from Iona College. While in her first job at FCB Healthcare, Ms. Mellas spent her evenings studying for her graduate degree in public relations and journalism. And it wasn't long before she began rising through the FCB ranks to become the agency's lead account person, running the largest part of the Merck business. Her next stop was LLNS, where she ended up again in the lead role, running the largest product at the agency, Celebrex.

Her heads-down approach and sheer determination have won her the respect of many, as she demonstrates that it's not where an individual comes from or the school a person went

to, it's about having the will to overcome the odds.

And she never forgets her roots, taking the time to champion those who want to do better and improve their lot in life.

Energy and hard work define Ms. Mellas. She can't sit still; she claims she has obsessive-compulsive disorder and revels in it, to the point of alphabetizing her spices. She prides herself on being efficient and considers a good day to be a productive day.

As smart and ambitious as Ms. Mellas is, she is also loyal — to her agency, teammates, and clients. It's clear in every aspect of her life: from her lifelong loyalty to her beloved Yankees to the long-term commitment she shows to her place of employment, having only been at three agencies in her 17-year career in the industry.

She is deeply proud of the achievements she and her team have had at Wishbone and for the great work they do on behalf of their clients' brands.

HARDWORKING.

NAME: Renee Mellas

TITLE: Partner, General Manager

COMPANY: Wishbone/ITP

EDUCATION: M.S., Journalism and Public Relations, Iona College

PLACE OF BIRTH: Bronx, N.Y.

ON HER READING LIST: The sports section of any newspaper

FAMILY: Husband, Greg; daughters — Lauren, 4, and Brooke, 2; two cats — Louie and Lexy

THE MOST SIGNIFICANT INFLUENCE IN HER CAREER: Her husband, who encouraged her to take a chance on a start-up agency; without his support and understanding, she would not be in the position she is in today

FUNNY.

Leading with a strong dose of humor, Ms. Mellas says she's never quite sure if people are laughing at her or with her. She says all that matters is that they're laughing, because with a heavy workload it's essential to have some fun along the way.

Home life is equally about fun for Ms. Mellas, who can be found during her time off playing joyfully with her two daughters.

GETTING PERSONAL *Renee Mellas is Partner/General*

STEPHEN Neale

Ideas that Pop
With Electricity

Stephen Neale's insights stand on their own even as they cut a creative swath across the industry.

According to Stephen Neale's colleagues, he's an ace at merging strategic intent with groundbreaking creative ideas.

His peers describe him as electric, a high-powered force whose work in the pharma field has helped define healthcare advertising.

One of the campaigns that stands out the most is the red balloon campaign for Abbott's Hytrin, a drug approved for the treatment of benign prostatic hyperplasia. It's certainly a creative execution that ranks high on Mr. Neale's list of achievements, though he is just a little disappointed that the client never asked the agency to make the ad literally "pop."

His sense of design and conceptual thinking enable him to find unique ways to deliver an instant message.

Finding new and engaging ways to communicate the same old marketing position — safe and effective — is undoubtedly a challenge, but he pushes the envelope of creativity and strives constantly for standout messaging.

Mr. Neale has always been an advocate of defending the work he and his teams produce, ensuring the agency stays true to its criteria for brand excellence. The tendency to allow campaigns to be driven more by qualitative research, rather than the ultimate goal of meeting the product manager's strategic intent, is an area Mr. Neale would like to see change.

And while others balk at the difficult task of making "me-too" drugs look like "me-only," it's a challenge he welcomes.

Right from the start, Mr. Neale has been learning from other industries and fields, an approach he brings to his creative ideas at Abelson-Taylor. He began his working life as an intern designing exhibits at the Children's Museum of Indianapolis. Later, he took that experience and applied it to designing exhibits at pharmaceutical conventions, tapping into the inner child in everyone.

Mr. Neale's astute eye for good creative, his ability to get the most of out others in the agency, and his skill at mentoring and coaching young creative talents have made him a tremendous asset to all of his colleagues.

He has a wonderful way of getting the best out of those around him by keeping both standards and spirits high. When working with young creatives, he always finds the positives and discusses the negatives in a way that helps people learn.

Colleagues who worked with him early in their careers and who have gone on to enjoy successes of their own say they continue to follow the creative advice and guidance he has provided to them.

GETTING PERSONAL Stephen Neale, Senior VP-Executive Creative Director, joined AbelsonTaylor (abelsontaylor.com), Chicago, in 1988. He now heads AbelsonTaylor's entire 120-plus member creative department. Mr. Neale has won more than 50 industry awards recognizing creative excellence. Before joining AbelsonTaylor, Mr. Neale worked at Cabot-Lincoln, a Chicago-based corporate design company, and at Esrock Advertising (now Esrock Partners), a full-service agency.

NAME: Stephen Neale

TITLE: Senior VP, Executive Creative Director

COMPANY: AbelsonTaylor

EDUCATION: Bachelors of Fine Arts, Visual Communications, Herron School of Art of Indiana University

PLACE OF BIRTH: Omaha, Neb.

ON HIS READING LIST: The Rising Tide, by Jeff Shaara; Vagabond (Vol 28) Japanese manga by Takehiko Inoue; The Yiddish Policemen's Union, by Michael Chabon

FAMILY: Wife, Dorothy; and daughter, Quincie (two of the most inspiring people in his life)

HOBBIES: Collecting underground comic-book art and old jazz album covers done by the illustrator Jim Flora

CREATIVE.

DIRECTOR.

HONEST.

MENTOR.

(1980), to Country Manager and General Manager in the Caribbean and Puerto Rico affiliate (1983 to 1988). He moved to Global New Product Planning at Parke-Davis, US, in 1988, at which time he worked on developing Lipitor and other cardiovascular products until 1997, when he was transferred to Spain as Marketing Director until 2000. Following the merger with Pfizer, he joined Daiichi Sankyo (Formerly Sankyo Pharma) in 2001. During the past five years, he has led the New Product Planning Team for Prasugrel, which is currently under review by the FDA. He is also managing all cardiovascular products at Daiichi.



Manager of Wishbone ITP (wishbone-ity.com), New York, responsible for the management of the agency as it relates to operations, staffing, client services, and new business. She joined the agency in 2001 as Director of Client Services from LLNS (now LyonHeart), where she was Senior VP, Management Supervisor. Ms. Mellas began her career at Vicom/FCB Healthcare (now DraftFCB Healthcare) as an administrative assistant, rising over the seven years she was at the agency, ultimately to VP, Account Group Supervisor.



BEAT OF AN INNOVATIVE DRUM

A well-known thought leader in the pharma interactive space, Bill Drummy always brings the next new ideas to the table.

A visionary with his feet planted firmly in reality, Bill Drummy has a knack for charting the future of online marketing.

Throughout his childhood, Mr. Drummy was fascinated by both technology and communications. So when the Internet came to be, he found his calling. And he turned that calling into a lifelong vocation by founding Heartbeat Digital.

Since those early days of the Web — circa 1996 — Mr. Drummy has worked to turn the promise of digital marketing into a mature business. In Heartbeat Digital, he has created an interactive agency that helps clients understand and put into practice the newest tactics and tools in Web marketing. Companies such as Glaxo-SmithKline, Sanofi-Aventis, Eli Lilly, UCB, Johnson & Johnson consistently rely on his counsel.

In his numerous industry talks and published articles about online marketing, Mr. Drummy emphasizes the need for strategic planning to be “technology-enabled.” That is, companies must make use of the very nature of computers to bring quantitative rigor to qualitative analysis, and to generate actionable insights, as well as to establish meaningful ROI metrics.

Mr. Drummy also places a premium on the “next new” when it comes to the creative execution of online marketing.



He is well-known as a cross-pollinator, presenting clients with ideas that have worked in other industries. He has provided guidance about digital strategies to such companies as Travelers, MetLife, Merrill Lynch, and Con Edison.

A mentor to his employees, Mr. Drummy fosters an entrepreneurial spirit within Heartbeat Digital,

where all employees are empowered to explore new digital frontiers and turn their innovative ideas into real products and services. With a wry sense of humor, Mr. Drummy is inspired by others who share his enthusiasm and intelligence. As Mr. Drummy says, he sees the world in that way generates the energy and spirit needed to accomplish great things.

RELENTLESS.

NAME: Bill Drummy

TITLE: Chairman and CEO

COMPANY: Heartbeat Digital

EDUCATION: B.A., Magna Cum Laude, Rutgers University; attended University of Glasgow, Scotland, as winner of the Henry Rutgers Scholar competition

PLACE OF BIRTH: New York

ON HIS READING LIST: The Third Chimpanzee, by Jared Diamond; The Snow Leopard, by Peter Matthiessen; Let Me Finish, by Roger Angell

FAMILY: Wife, Barrie Gillies; son, Will, 3

FIRST JOB: Photography department at Time

HOBBIES: Photography, reading, and biking (although usually not at the same time)

PERFECTIONIST.

GETTING PERSONAL Bill Drummy is Founder and CEO of Heartbeat Digital (heartbeatdigital.com), New York, an interactive healthcare agency that develops digital strategies that generate brand awareness and interaction — and lots of buzz — through new channels (social networking, viral marketing). He is a frequent speaker at industry conferences and has been widely published on the topic of interactive marketing for the healthcare industry. His work has been honored with major industry awards, including Gold, Silver, and Bronze medals from the International Advertising Competition. Mr. Drummy also has lectured at New York University's graduate program on interactive marketing.

BILL DRUMMY

MARKET MAKER

Linda Richardson makes effective decisions based on what is right for the particular situation, not by focusing on standard operating procedures.

Linda Richardson has a reputation for success and she relishes the challenge of introducing

new products and creating new brand categories.

She has played a crucial role as the strategic visionary in commercializing several innovative products: Lovaza for the prescription omega-three market and Zyban, the first non-nicotine pill in the smoking-cessation market. She also worked to develop Requip for restless leg syndrome (RLS).

Thanks to her innovative approach, she has ensured these treatments are top of mind in doctor/patient conversations. Lovaza became the fastest-growing non-statin dyslipidemic agent on the market.

Requip has broad commercial visibility, and RLS is now widely recognized as a legitimate medical condition.

Ms. Richardson applies the same careful attention when nurturing the careers of her teammates and direct reports. For her, professional highlights are not just about developing award-winning marketing campaigns, but having the privilege to work shoulder-to-shoulder on launch teams with colleagues who are smart, talented, and dedicated to doing the right things to bring new medicines to millions of patients.

Ms. Richardson looks at the world in a different way. She makes decisions based on what is right for the particular situation, not by focusing on the status quo or standard operating procedures.

GETTING PERSONAL Linda Richardson was most recently VP, Marketing, at Reliant Pharmaceuticals, where she oversaw its cardiovascular portfolio of products, until the company's sale to GlaxoSmithKline (glaxosmithkline.com), Philadelphia. She joined Reliant in 2005 as Director/Senior Director, Omacor Marketing, from GSK, where she was Senior Product Manager, Requip, Strategy, and DTC. Ms. Richardson began her pharmaceutical career as a professional sales rep with GSK in October 1988. Currently, she is taking a little time off to enjoy some well-deserved R&R; she is looking forward to her next challenge.

NAME: Linda Richardson
TITLE: VP of Marketing (formerly)
COMPANY: Reliant Pharmaceuticals (formerly)
EDUCATION: B.A., English, University of Pennsylvania
PLACE OF BIRTH: Philadelphia
ON HER READING LIST: The Unthinkable — Who Survives When Disaster Strikes and Why, by Amanda Ripley

STRATEGIC.

CREATIVE.



Linda Richardson