

# The **Technologists**

**TECHNOLOGY ADVANCES ARE OCCURRING AT LIGHTNING SPEED.** Keeping pace with and, in many cases, driving these innovations that span all sectors of the life sciences are experts who are putting their unique signatures on the bits and bytes of science-based technologies.

ON THE BALL FOR CREATIVE DATA DELIVERY

**A creative and passionate approach to pioneering new areas of technology applications and new products has enabled Dr. Bill Byrom to engender real improvements in the drug-development process.**

For the past decade or more, he has been a thought leader and motivator in helping pharmaceutical sponsors implement technology to accelerate and improve the development of drugs, and he has crafted cutting-edge techniques for conducting clinical trials and collecting better data.

He is an expert in a range of topics, from ePRO to disease management to trial supply simulation to medication compliance, and he has pioneered efforts at ClinPhone to assist companies in using technology to improve the way they work with patients.

In one recent example, he successfully designed and implemented a novel use of technology to provide proactive support, education, and

motivation for diabetes patients during the U.K. launch of a new inhaled insulin treatment.

He has been jointly responsible for putting in place the product development discipline and process that has become central to ClinPhone's approach.

Dr. Byrom gained early insights into the value and potential of technology in his first job, when he developed computer simulation models to study the spread and control of tick-borne African cattle diseases. This work, which was supported by the U.K. Government Overseas Development Agency, was used to help understand the potential of different disease control strategies. In developing the project, Dr. Byrom spent extended periods at an international research laboratory in Kenya, where he worked among veterinarians and entomologists to understand ticks, the diseases spread by ticks, and agricultural practices. All this led to the collection of data for the simulation models. Ultimately, this innovative pro-

Passionate about pioneering new areas of technology application, Dr. Bill Byrom is most content when he's thinking creatively.



**DR. BILL BYROM**

**NAME:** Bill Byrom, Ph.D.  
**TITLE:** VP of Strategy and Marketing  
**COMPANY:** ClinPhone  
**EDUCATION:** B.Sc.(Hons), Mathematics with Statistics, University of Nottingham, 1987; Ph.D., computer simulation of animal diseases, University of Strathclyde and International Laboratory for Research on Animal Diseases, 1990  
**DATE AND PLACE OF BIRTH:** May 24, 1966; Watchfield, Berkshire, England  
**ON HIS READING LIST:** Product Strategy for High Technology Companies, by Michael McGrath; Game Situation Training for Soccer, by Wayne Harrison; anything by Nick Hornby, John O'Farrell, and Tony Parsons  
**NEXT ON HIS LIST TO ACCOMPLISH:** Completion of the editing and compilation of a comprehensive textbook on the use of ePRO with contributions from industry thought leaders and experts

ject brought Dr. Byrom his Ph.D. and stimulated his interest in the pharmaceutical industry.

Throughout his career, Dr. Byrom has collaborated with a wide range of industry experts. While working as a trial director at Boots Phar-

maceuticals, he also became a visiting research fellow at De Montfort University, where he collaborated with academic thought leaders to explore approaches to population pharmacokinetic modeling to learn more about the behavior of drugs in the body in broader groups of patients with limited blood sampling.

While at Knoll Pharmaceuticals, Dr. Byrom was seconded to become medical marketing manager responsible for the scientific input into the global market launch of a new antipsychotic drug, Zoleptil. This included writing the product monograph and working with agencies and marketers to develop creative concepts and claims to ensure these were appropriate and scientifically defensible.

Dr. Byrom has built a solid reputation as an individual who not only has vision, but is able to implement his ideas to the benefit of sponsors. This type of leadership has created buy in from many constituents and helps others to follow his lead.

Bringing as much enthusiasm to his external pursuits as to his work, Dr. Byrom manages a local girls' soccer team of which his older daughter is a member. He describes it as

## IN THE THICK OF INTERACTIVE DELIVERY

**Anyone can sit on the sidelines and watch what is happening; it takes a leader to make something happen with commitment, passion, and a strong belief in what to do. Rodney Spady encompasses all of these qualities in the way he delivers solutions to make interactive marketing a reality.**

And his accomplishments have been noted by the Direct Marketing Association (DMA) as a keynote panel speaker, and as an "Online Marketing All-Star" at the June 2007 DMA marketing show in New York.

Mr. Spady is not only a technology-savvy interactive marketing professional; he is an innovative thinker and resourceful problem-solver.

He is among a few pharma business leaders who actually think about e-marketing strategies, implementation, and oversight while improving revenue and building brand equity rather than being distracted by cool one-off tactics. And he is focused on delivering 360-degree interactive marketing solutions.

He understands the enormous value and potential that the Web and other media, such as mobile, can deliver for pharma companies, citing the advent of broadband Internet access as the defining moment for the industry. At the same time, being an evangelist for a new way of marketing to consumers and profession-

als can be a real challenge in an industry firmly rooted in traditional forms of marketing.

As a leader, Mr. Spady treats all ideas with respect and encourages his colleagues to participate in all initiatives. To him there are no wrong answers, rather collective thinking that helps the company to grow and evolve ideas. A resourceful problem solver, Mr. Spady lives by a creed of innovation, drawing inspiration from a Muriel Strode quote: "Do not follow where the path may lead. Go instead where there is no path and leave a trail."

**GETTING PERSONAL** *Rodney B. Spady is Director, Head of Global E-Marketing and Web Officer, at Novartis Consumer Health Inc. (novartis.com), Parsippany, NJ. He has more than 15 years of senior management experience in interactive marketing, global and regional marketing, corporate communications, product management, strategic planning, and business planning and development. Before joining Novartis, he was Senior Manager, Global Marketing, at Global Crossing. Mr. Spady has worked for NanoOpto; Lucent Technologies; Interconnect Services Group; and MCI Telecommunications, where he started his career.*

a privilege to spend time with young people and see them develop as a team. Equally, it is a challenge to plan and run training sessions that bring out the best in the players while ensuring they have fun at the same time. And while Dr. Byrom regards the girls' enjoyment of the sport as more worthwhile than winning, he is deeply proud of the fact that they finished third in their league.

**GETTING PERSONAL** *Bill Byrom, Ph.D., is VP, Product Strategy and Marketing, for ClinPhone Group Ltd. (clinphone.com), Nottingham, U.K., an electronic solutions provider for clinical trials. Before joining the company in 2000, he was Health Economist (CNS)/Resource Manager, Clinical Development, at Knoll Pharmaceuticals. In addition, he has worked for Zeneca Pharmaceuticals and Boots Pharmaceuticals.*

**NAME:** Rodney Spady  
**TITLE:** Head of Global eMarketing and Web Officer  
**COMPANY:** Novartis Consumer Health Inc.  
**EDUCATION:** B.A., Communications, Seton Hall University  
**ON HIS READING LIST:** Dreams from My Father, and Audacity of Hope, by Barack Obama; Conservatives Without a Conscience, by John Dean; Meatball Sundae and Purple Cow, by Seth Godin; Naked Conversations, by Robert Scoble and Shel Israel; Love In The Time of Cholera, by Gabriel Garcia Marquez; Advertising Age; Website Magazine; eMarketer Daily Reports; PharmaVOICE; at least 10 to 15 blogs per day

## COMMITTED.

Rodney Spady is a true leader with more than 15 years of senior management experience in interactive marketing, e-marketing, global and regional marketing, and product management.

RODNEY SPADY



Energetic at work and at leisure, Phil Garland is at the forefront of counseling change for pharma companies.

# Phil GARLAND

EVERGETIC.

**NAME:** Phil Garland

**TITLE:** Senior VP, Global Life Sciences Practice

**COMPANY:** BearingPoint

**EDUCATION:** B.S., Civil Engineering, University of Maine; MBA, Rensselaer Polytechnic Institute

**PLACE OF BIRTH:** Lakewood, Ohio

**ON HIS READING LIST:** *The Last Silk Dress*, by Ann Rinaldi, which he reads to his daughter, and *The Chocolate War*, by Robert Cormier, which he reads to his son

**FAMILY:** Wife Cindy; son John, daughter Genevieve, and two dogs, Bowser and Lucky

**TOUGHEST TASK:** Remembering to enjoy the moment

**FIRST JOB:** Building nuclear submarines at General Dynamics, Electric Boat Division

PERSISTENT.

## A WINNING FORMULA

ONCE HE STARTS SOMETHING PHIL GARLAND WILL NEVER GIVE UP. Always seeking a challenge, Mr. Garland doesn't like to be idle. That energy, combined with his unparalleled insight into the market drivers that affect today's pharmaceutical business, has proven a winning formula for BearingPoint and its roster of pharma, biotech, and medical technology clients.

With 24-plus years of experience in life-sciences management and consulting, Mr. Garland has witnessed firsthand the profound shifts that are taking place in the industry, and he knows there is more to come — from regulatory and safety issues to supply chain and clinical-trial process improvement to rising costs and patent expirations.

He is at the forefront of understanding and counseling on change, helping big pharma clients overcome the challenges of downward pricing pressure, the difficulties in launching blockbuster drugs, and the rise of consumerism and aging populations. From his knowledge of operational strategies, process and system architectures, programs and change management processes, systems implementation, infrastructure and business process outsourcing, he advises companies on when and how to respond to changes.

A firm believer in the opportunities technology offers to advance the pharma model, Mr. Garland says what he would most like to see take place is more aggressive use of market and customer data to examine core business activities in the context of both the changing marketplace and healthcare constraints. He stresses that pharma companies need to capitalize on their unique insights to proactively transform their value propositions, business processes, resource allocations, and customer interaction models — before the market requires these changes.

He seeks to change the paradigm by building and leading high-performance teams that are passionate about helping clients build their businesses. He finds inspiration from interacting with people with a strong work ethic, who are dependable and of high integrity.

Under Mr. Garland's leadership, the Life Sciences Practice at BearingPoint has been a top-performing segment year after year, measured by growth, profitability, client satisfaction, and employee satisfaction.

One of the keys to this success is his commitment to an account-based client services model and diversity in the functions of his leadership team in serving those clients. Key accounts have dedicated global leaders and tailored resources across the globe. The Life Sciences Practice serves as an organizational mirror to its strategic global accounts with a focus on monitoring and reacting to industry issues affecting each specific client. Leaders within the segment have the opportunity to wear many hats and are not pigeonholed into one function or organizational model. This flexibility has spawned new practice and sub-segment areas and has provided unique career opportunities for employees.

Through Mr. Garland's leadership and business commitment, BearingPoint has become a member of several important industry associations, including PhRMA, AdvaMed, and the eHealth Initiative, among many others.

The energy Mr. Garland demonstrates in his professional life carries over into his leisure time. A dedicated and accomplished runner of 36 years, Mr. Garland has qualified twice in the Olympic trials for the marathon and has placed in the Boston Marathon. And when not running, he relaxes with a bit of sailing or any outdoor pursuit.

**GETTING PERSONAL** *Philip A. Garland is Senior VP, Global Life Sciences Practice, at BearingPoint Inc. (bearingpoint.com), McLean, Va., a management and technology consulting firm. Mr. Garland has been with the company for 24 years, holding a variety of positions, including helping to lead KPMG's entry into the outsourcing business and coleading the company's Department of Defense business. Previously, he was a System Engineer with Tracor Inc., a defense company, and he started his career at General Dynamics in the Electric Boat division.*

Keith Howells serves as Medidata's codemaster when it comes to EDC and clinical data management, and he is affectionately known as the company's Poet Laureate.

## POETRY IN TECHNOLOGICAL MOTION

Dilbert management, such a philosophy is highly inspiring.

While the excitement that comes from planning and managing a growth business is invigorating, many working days can feel like “pedaling in place,” meaning the work dispatched is only equal to the new work coming in. It takes discipline to put the distractions aside and return to what he enjoys most, which is designing a new sub-system or writing a piece of code.

Affectionately known as Medidata's Poet Laureate, Mr. Howells also uses humor to inspire others and is known to break out into verse during R&D meetings, orating on a range of topics from new product releases to presidential elections.

**NAME:** Keith Howells

**TITLE:** VP of Development

**COMPANY:** Medidata Solutions Worldwide

**EDUCATION:** Bachelor's Degree in Physics, Oxford University

**PLACE OF BIRTH:** England

**ON HIS READING LIST:** Bad Money, by Kevin Phillips

**FIRST JOB:** Seismic data processing, developing plots of rock strata to assist oil companies in deciding where to drill exploratory wells; he wrote his first program in Fortran using a hand-card punch — one character at a time

**HOBBIES:** Golf, writing poems and skits

**COMMITTED.**

On one issue, however, he is quite serious: breaking the logjam of bringing innovative products to market.

**GETTING PERSONAL** Keith Howells is VP, Development, at Medidata ([midsol.com](http://midsol.com)), New York, and is responsible for both the core Rave product as well as for customer-specific integrations and utilities. In his previous position at Oracle, he helped to establish Oracle Clinical as one of the dominant back-end data management systems, initially as Head of the Pharmaceutical Consulting Practice and then as VP of the Pharmaceutical Applications Development Group.

The process of drug development is being made easier thanks to the contributions of Keith Howells, who has changed the way sponsors conduct clinical research.

As one of the primary developers of the Oracle Clinical Remote Data Capture system, Mr. Howells turned the EDC industry on its head in 2005 when he left Oracle to join Medidata Solutions as VP of product development.

An Oxford-educated physicist, Mr. Howells predicted that the EDC battle would be won when his vision of combining electronic data capture and data management came to fruition.

Driven by a commitment to pursuing a goal to its successful conclusion, Mr. Howells delivered on his prediction. Within months of arriving at Medidata, Mr. Howells built a new EDC functionality that had never before been seen in the industry.

His ability to live both in the user and technology camps enables him to absorb and translate user needs into practical new solutions that help clinical researchers and sponsors manage clinical trials in the safest and most effective way possible.

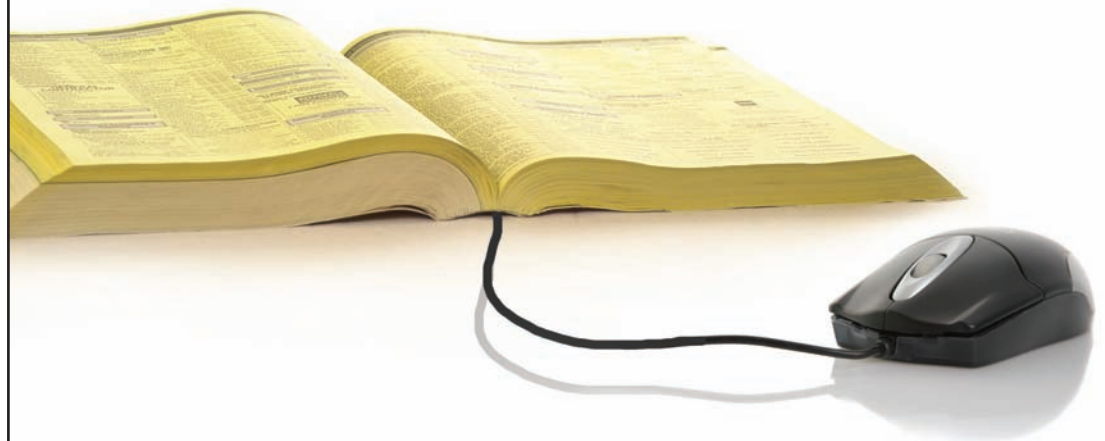
With his staff, Mr. Howells has applied the entrepreneurial approach of innovative companies, encouraging his fellow developers to focus on their strengths and let their creative instincts flow.

But he believes firmly in getting things right and never presuming, arguing it's far better to say you don't know than to take an educated guess.

And he is a great believer in drawing on the knowledge of others. One of the biggest influencers on Mr. Howells' career was Geoff Squire, who was managing director of Oracle U.K. in the 1980s and who followed the maxim of hiring people better than himself. What most impressed Mr. Howells about this approach is that while it certainly benefits the company, it can be personally threatening. As he puts it, in these days of

Pharma  
**VOICE**  
MarketPlace.com

More than 5,500 Solutions Providers



The most comprehensive online directory of products and services for the life-sciences industry — featuring a wide range of products, services, and solutions for your clinical, commercial, business, and technology needs.

**Browse by Category • Search by Company**

KEITH Howells

# DON SCHENKER

## PRINCIPLED.

**NAME:** Don Schenker

**TITLE:** President and CEO

**COMPANY:** Synergistix

**EDUCATION:** M.S., Computer Science, MBA, Nova Southeastern University

**PLACE OF BIRTH:** New York

**ON HIS READING LIST:** The Tipping Point, by Malcolm Gladwell; Good to Great, by Jim Collins; Winning, by Jack Welch

**FAMILY:** His wife of 15 years, and two daughters, Jackie, 3, and Elizabeth, 4 months

**FIRST JOB:** Developer for a technology company responsible for creating desktop publishing solutions for magazine companies

**HOBBIES:** Skiing, scuba diving, motorcycling, piano/keyboard playing

Don Schenker is a knowledgeable and talented entrepreneur whose software company Synergistix is helping pharmaceutical companies improve marketing and salesforce effectiveness.



**CRM and salesforce automation systems for the life-sciences industry have come a long way thanks to the efforts of Don Schenker.**

Mr. Schenker has assembled a team of dedicated professionals at Synergistix, a software technology company, to provide critical sales data and customer relationship management information to clients. He has achieved this through a combination of passionate dedication and principled leadership. The passion and drive to do what he does best is contagious and inspires those around him to do better. And this has enabled Mr. Schenker and his team to have 100% of their systems deployed on time and on budget.

In developing software specifically for pharmaceutical companies and that meets federal standards of compliance, Mr. Schenker ensures that his team is always attuned to the needs of customers and partners.

In addition, Mr. Schenker has worked with the PDMA Alliance and the FDA to further develop a compliance reporting system at no charge to the government or the industry. This has helped standardize a complicated process and increased the communication between the administration and the pharma industry.

He inspires his team by creating an environment that fosters open communication, creativity, innovation, entrepreneurialism, and the maintenance of the highest levels of integrity and ethics. Employees are encouraged to take responsibility for their decisions, instilling in them a sense of ownership. And in everything Mr. Schenker and his colleagues do, the emphasis is on the highest ethical and work standards.

Growing Synergistix from a 10-member consulting company to a successful organization with more than 70 associates has been a challenging task. It required balancing work and family while growing the company from the ground up with no outside financial support.

In addition to the successes he has overseen at Synergistix, Mr. Schenker works with customers and other pharmaceutical

companies on compliance and best practices. His experience has given him insights into the pressures the industry faces. One of the biggest, he says, is increased consolidation that has been fueled by several factors, including generic erosion, influence and pressure from managed markets, heightened federal and state regulations, and political pressure.

Beyond his work at Synergistix, Mr. Schenker has demonstrated his dedication to the industry through his long-term participation in the PDMA Alliance and PDMA Sharing Conference. For the past six years, Mr. Schenker has been an elected board member of the PDMA, a nonprofit organization run by volunteers from various pharmaceutical companies with the goal of helping companies understand and comply with the PDMA's rules for sample distribution.

Mr. Schenker also volunteers his time to other organizations, speaking at various industry conferences, mentoring young people, and providing support to the community by ensuring his company participates in various charity events.

The qualities that have made Mr. Schenker a successful and respected leader were learned from his grandfather, who emigrated by himself from Poland at the age of 13, settled in New York, and started a hardware business that over time grew into one of the largest stores of its kind in Manhattan. It was from him that Mr. Schenker learned the importance of hard work, compassion, care for his family and coworkers, and to be entrepreneurial in his endeavors.

**GETTING PERSONAL** Don Schenker is President and CEO of Synergistix ([syncrm.com](http://syncrm.com)), Sunrise, Fla., a technology and service company that builds solutions exclusively for the pharmaceutical industry to measure and improve salesforce and marketing effectiveness. Before founding Synergistix, Mr. Schenker was responsible for the marketing systems at Ryder System Inc., a provider of supply-chain, logistics, and transportation management solutions. Mr. Schenker has more than 19 years of experience in IT, including application development, project management, and network support. In 2002, he was appointed to the board of directors of the 2003 and 2004 PDMA Alliance, a nonprofit, industry-run organization dedicated to improving the understanding of the PDMA by the pharmaceutical industry and was re-elected for two additional two-year terms, supporting the organization and industry through 2008.

## TRUE SYNERGY

Coke® or Pepsi®? Does it matter?

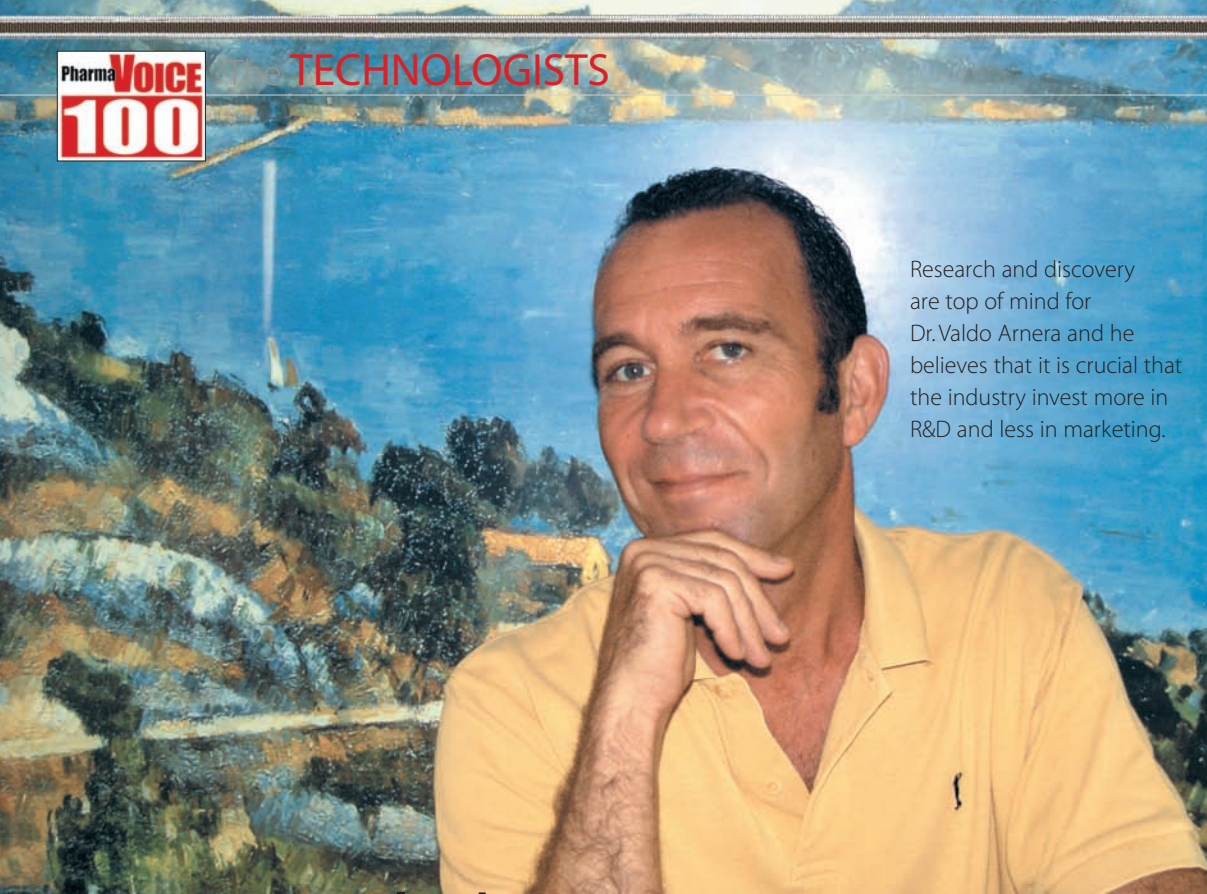


We ask these questions because we're about health.  
In our view, sugar water shouldn't command more attention  
than medicines that improve life.

So we celebrate the real miracles of humanity,  
from novel compounds and biologics to the touch of a newborn.  
We use our skills and expertise to help brands connect with  
aunts and friends and mothers in truly meaningful ways.

At Stonefly, we take our work personally and we stand by our  
choice. To learn about our purpose-driven difference, go to  
**[stoneflygroup.com/pvad](http://stoneflygroup.com/pvad)** or contact John Racik or Mark McHale  
at **614-543-6783**.





Research and discovery are top of mind for Dr. Valdo Arnera and he believes that it is crucial that the industry invest more in R&D and less in marketing.

# IDEALIST WITH CLINICAL PRECISION

**NAME:** Valdo Arnera, M.D.

**TITLE:** General Manager, Europe

**COMPANY:** PHT Corp.

**EDUCATION:** French State Doctor's Degree in Medicine from the University of Clermont-Ferrand I

**DATE AND PLACE OF BIRTH:** Feb. 8, 1960, Mazamet, France

**ON HIS READING LIST:** John Grisham, Oswald Chambers, Philip Yancey

**FAMILY:** Married with four children

**IDEALIST.**

**GENEROUS.**

## Dr. Valdo **ARNERA**

**From running a 150-bed hospital in the bush of Zambia, where he was the sole doctor, to his commitment to improving the way clinical-trial data are managed, Dr. Valdo Arnera has proven what hard work and dedication to the task at hand can achieve.**

A believer that each person is critical to the collective success of an organization, Dr. Arnera has helped to bring about significant improvements in how the technical and medical aspects of studies are managed.

Dr. Arnera founded the first European Central Clinical Laboratory dedicated to clinical trials, SciCor (now Covance Central Laboratory) in 1992. At that time the concept of the central lab was totally new to Europe and he was instrumental in conveying the benefits to clinical-trials leaders. In the seven years he spent there, Covance's central labs expanded enormously.

Over the years, Dr. Arnera has played a key role in the e-diary industry and, in particular, in advancing electronic patient reported outcome (ePRO) solutions in global e-clinical research, founding the first European ePRO provider when he persuaded PHT U.S. management to open offices in Europe.

His contribution has helped top pharmaceutical, biotechnology, and medical-device compa-

nies to obtain high-quality data to develop new therapies, treat disease, and improve patients' quality of life. And he dedicates his time at many industry conferences to discussing the benefits of ePRO solutions. Research and discovery are top of mind for Dr. Arnera, and he believes that it is crucial that the industry invest more in R&D and less in marketing.

His work in the world of clinical pharmacology and the contributions he has made along the way have created tremendous learning opportunities for Dr. Arnera. He created an internal structure within a hospital to perform Phase I and Phase II clinical studies. This allowed for him and his colleagues to perform a dozen clinical studies in three years at a cost of less than 50% of what the same studies would have cost if they had been subcontracted. He also was instrumental in the development of a new anti-inflammatory drug as well as other compounds that have generated significant revenue.

Humble in his outlook and accomplishments, Dr. Arnera considers himself fortunate to have been given the opportunity to be at the right place at the right time and to have hit the right chord with regard to recognizing advances for the future of clinical research.

In life as well as work, he strives to maintain a

positive outlook and describes himself as an idealist, saying that despite problems the world faces he remains optimistic and confident in the people he meets and the work being done to improve the life-sciences business.

What most impresses Dr. Arnera in others is an ability to sort out what is crucial and what is not. Finding the right balance between professional and personal objectives is important to Dr. Arnera, and he places spending time with his four children and watching them grow as a high priority.

In fact, Dr. Arnera maintains that nothing pleases him more than knowing that those he loves are happy. To that end, he has moved his family to the idyllic surrounds of Provence, France, where Paul Cézanne painted his masterpieces and Picasso lived in the latter part of his life.

**GETTING PERSONAL** Valdo Arnera, M.D., is General Manager, Europe, PHT Corp. ([phtcorp.com](http://phtcorp.com)), Charlestown, Mass. Dr. Arnera joined PHT in 2000 and founded the company's European affiliate in January 2001. Before joining PHT, he founded SciCor (now Covance Central Laboratory Services), the first European Central Clinical Laboratory dedicated to clinical trials, and practiced medicine in various positions. During his more than 20 years of experience in the pharmaceutical industry, Dr. Arnera has held positions ranging from clinical research physician to VP of Medical Affairs.