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PharmaVOICE is delighted to publish the fourth annual special issue featuring 100 of the most inspiring individuals in the life-sciences industry. This issue has become one of my favorites and, from all accounts, one of yours as well.

What's not to love? This issue celebrates the men and women of the industry who inspire and motivate — good people who are doing great things. These individuals are setting the standard for corporate leadership, research and development, technology enhancement, creativity, marketing, strategy, and more. In an industry that at times is slow to change, these individuals are having a positive impact through their actions.

We want to thank all of our readers who took time out of their busy schedules to nominate their choices for this year's PharmaVOICE 100. The nominations started to roll in Aug. 1, 2007, with the last entry being posted May 1, 2008, at 11:59 p.m. In those nine months we received thousands of entries, which reaffirmed what many of us have known for some time: real-life heroes do exist in this industry, an industry that is often maligned and misunderstood.

This outpouring of support has been exciting and challenging. As you might imagine, each year the selection process becomes more difficult. With thousands of nominees to consider, our staff relies on not only the number of nominations received, but the write-ups themselves, which provide comprehensive accounts as to how and why an individual provided inspiration or motivation. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities. We also consider how an individual leads his or her organization, group, or team. We look for leaders who provide guidance and mentorship to colleagues inside their own companies as well as to those beyond their corporate landscape. We celebrate individuals who are acting as change agents to improve the industry's performance and reputation.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, we asked our industry leaders to provide us with the two adjectives that they believe best describe themselves. Hands

As the world embraces different media options, so do we. We are happy to provide you with access to these and other thought leaders through Podcasts, Videos, whitepapers, and, of course, print.

down the resounding consensus of responses included passion and compassion, with healthy doses of integrity, candor, and innovation thrown in.

These individuals are indeed passionate about the sectors they serve — pharma, biopharma, biotech, contract research, clinical research and development, patient education, patient recruitment, advertising, technology, and many others — as well as the overall industry. They are committed to doing the right thing for the right reasons.

To make the issue easier to navigate, we have divided the honorees into categories that we think best capture their skill sets and expertise. Please note, however, that many of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, brand champions, researchers & scientists, patient advocates, technologists, and mentors.

I hope you enjoy getting to know this distinguished group as much as we did. With a special thanks to Cathy Liszewski for her design and to Kim Ribbink for writing the profiles, and on behalf of the rest of editorial team of PharmaVOICE — Denise Myshko, Robin Robinson, and Carolyn Gretton — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list. Submit your nomination for 2009 now!

Taren Grom
Editor