

COMMANDERS & CHIEFS

These inspirational leaders take charge of their companies' growth and success by providing a clear vision, developing innovative solutions, and making the tough decisions — all of which provide a path for the next generation to follow.

AHSAN AWAN

Ahsan Awan, CEO of Global CINRG Inc. and owner of Global CINRG and Global CINRG (Australia) Pty Ltd., is a visionary leader who applies creative and out-of-the-box solutions to solve industry challenges.



DID YOU KNOW?

Ahsan Awan wants to dance in a professional Hawaiian lu'au.

Visionary • Creative

NAME: Ahsan Awan

CURRENT POSITION: CEO, Global CINRG Inc.

EDUCATION: MBA, George Washington University School of Business, 2007; J.D., University of Oregon School of Law, 2001; B.S., Political Science and Human Development, University of Oregon, 1997; working on MSP, Pharmacy and Applied Pharmacoeconomics, pending 2009, and MVM, Veterinary Medicine and Forensic Toxicology, University of Florida, pending 2010

DATE AND PLACE OF BIRTH: Nov. 13, 1974, Sacramento, Calif.

FIRST JOB: Laboratory research associate at the University of Wisconsin's School of Medicine, Department of Immunology

FIRST INDUSTRY-RELATED JOB: Director of Business Development for a multinational SMO

DREAM JOB: Winemaker; because wine is the paradigm example of the confluence of art and science

PROFESSIONAL MENTORS: J. Michael Gorman, Dr. Colin Taylor, and his father

HOBBIES: Feature-film screenwriting, Hawaiian hula dancing, and sports photography

CONNECTED VIA: Facebook, LinkedIn

WORDS TO LIVE BY: Be your word; drop the pretense; perseverance through adversity

MASTER OF INNOVATION

A REAL FORCE IN THE WORLD OF LIFE-SCIENCE LEADERSHIP, ORGANIZATIONAL STRATEGY, AND OPERATIONAL SUCCESS, AHSAN AWAN, CURRENTLY CEO OF GLOBAL CINRG, IS CONSIDERED BY MANY TO BE A MASTER OF MARKETING AND STRATEGIC COMMUNICATION.

A powerful and inspiring speaker, a leader, and a trendsetter, Mr. Awan has put his ideas into action and brought about the transformation of nearly a dozen companies, the development of numerous products, and the success of many individuals.

He is a visionary, with an ability to see what is possible; being highly creative, he proposes novel and outside-of-the-box solutions.

Over the years, Mr. Awan has overseen the evolution of a global CRO, the successful development of an industry-leading research EMR and other database software, and a high-volume cardiac imaging business unit. Among his many career achievements, he counts developing the ISIS Research EMR database application suite that solves the dilemma of study subject screening, enrollment, and recruitment, as one of the clear highlights.

Over the past year he has again moved in a breakthrough new direction. He shifted focus from general administrative project management to a data management focus, distinguished by unique database software solutions that he developed with a team of coders. His progressive ideas have resulted in a cash-positive and growing medical imaging business unit that has doubled net revenue three times in the past 12 months.

At all levels, Mr. Awan has an ability to connect and bond with people. He is one of those rare individuals who inspires others to believe that their wildest dreams are possible. He devotes time to help coach and support his staff; at the same time he provides them with insights on how to motivate their teams.

Mr. Awan says bringing together the perfect combination of partners and alliances under a true concept of teamwork can be difficult since it often conflicts with Western notions of competitive independence. However, when alignment is achieved, it leads to breakthrough results and better outcomes for all stakeholders.

A past PharmaVOICE 100 honoree in 2006 and 2007, Mr. Awan says the big challenge for the industry is true harmonization through the seamless global standardization of tools, processes, regulations, and ethics.

His commitment to learning is the foundation of his dynamic and progressive style. Having recently completed an MBA, Mr. Awan is now undertaking a master of science in pharmacy and a master of science in veterinary medicine.

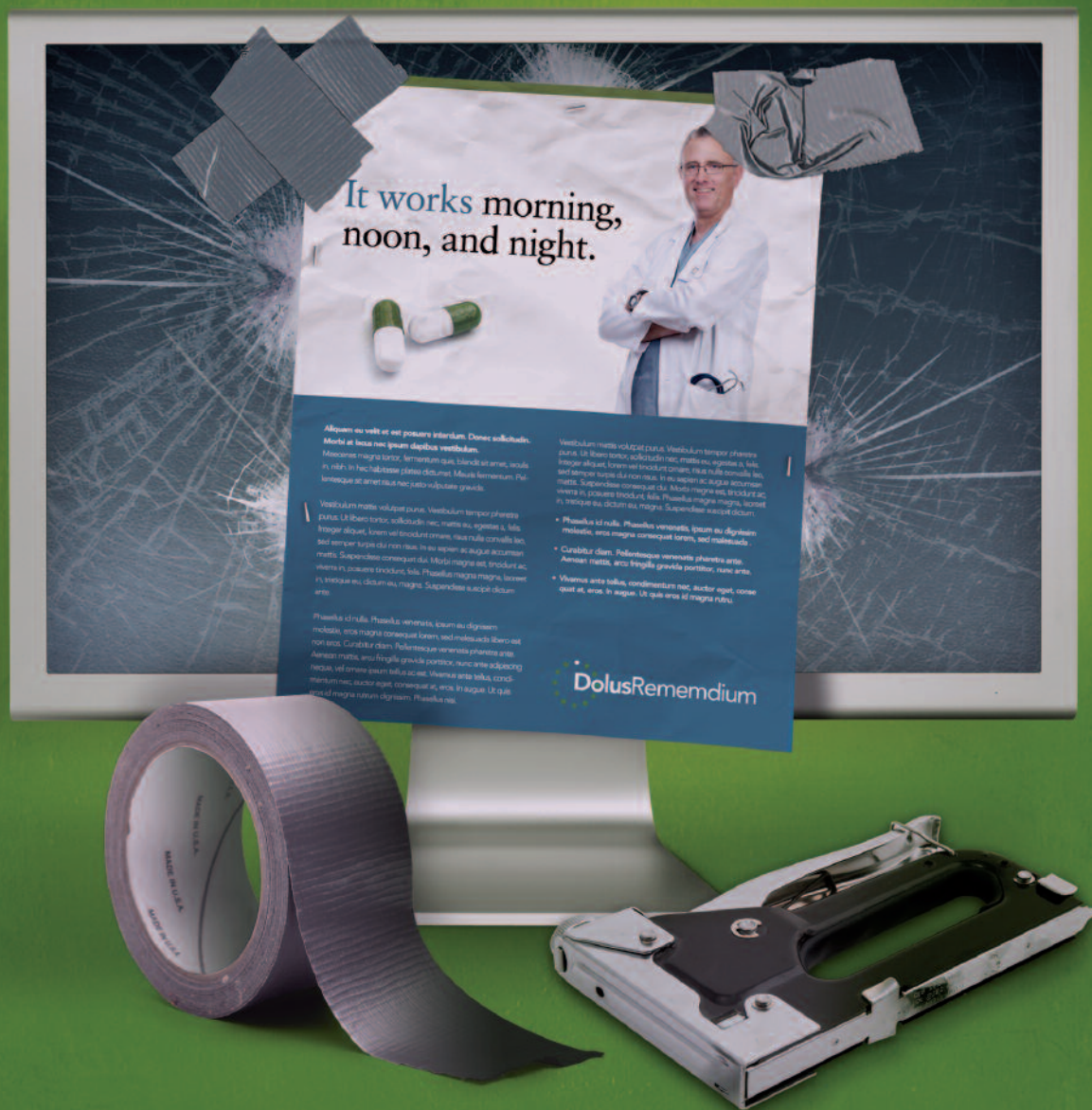
Described as innovative, dynamic, inspiring, always on the go, and always making a difference in the world, those who work with Mr. Awan comment that they don't know when he finds time to sleep.

For example, he finds time for several other external commitments, such as running the sales and marketing at RC Gator Football and also serving as the team photographer. He is also the owner and executive producer at Pharmacon Films, an early-stage media development enterprise. ♦

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DDN President Ross Bjella is an industry veteran with a resume that includes leadership roles at some of the most dynamic pharmaceutical companies in the industry.

DID YOU KNOW?

Ross Bjella is a certified snowboard instructor.

ROSS BJELLA

Analytical • Tireless

NAME: Ross Adam Bjella

CURRENT POSITION: President, DDN Pharmaceutical Logistics

EDUCATION: MBA, Finance and Marketing, University of Southern California; B.S., Biology, University of Minnesota

DATE AND PLACE OF BIRTH: Sept. 8, 1962, Two Harbors, Minn.

FIRST JOB: Lifeguard, swim instructor

FIRST INDUSTRY-RELATED JOB: Quality assurance technician at LifeCore Biomedical

DREAM JOB: Healthcare professional or senior executive at a biotech company

PROFESSIONAL MENTORS: Jim Mazzo, CEO, AMO; Gerry McKenzie, Senior VP of Commercial Operations, Allergan; Klaus Veitinger, CEO, Schwarz Pharma; Frank Jaehnert, CEO, Brady Corp.

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: Everyone is motivated by different things; it's up to you as the manager to find out what drives your people and to create an environment that enables them to apply this motivation to the project

BOLD ENTERPRISE

TAKE A STAND AND BE PREPARED TO MAKE TOUGH DECISIONS. THAT'S THE MESSAGE ROSS BJELLA, PRESIDENT OF DDN PHARMACEUTICAL LOGISTICS, IS DELIVERING TO THE INDUSTRY.

As a leader who has demonstrated an ability to take risks and set and achieve aggressive goals, Mr. Bjella speaks with some authority.

He warns that with R&D output slowing and tougher economic conditions continuing, pharmaceutical senior managers have to stop wringing their hands, accept the new environment, and embrace new solutions to increase profitability. The time is ripe for innovative solutions rather than the traditional approaches of adding more sales reps, making acquisitions, or hoping for the next blockbuster.

It's a willingness to make tough decisions that has enabled Mr. Bjella to take DDN to new heights.

What drew Mr. Bjella to DDN was the opportunity to do something different: take a small outsourced service provider to a leading market position against much larger competitors by providing specialized services to support the launch and life cycles of life-sciences companies.

Rather than continuing to try to compete head-to-head with large competitors, he recognized the opportunity lay in finding and filling a niche. And he has generated a huge client following in new business.

According to state licensing information, 38 new pharmaceutical companies were registered in the United States in 2008; 28 became DDN clients.

To ensure the company continues to serve its clients, Mr. Bjella invests significantly in training and infrastructure and expanding DDN's services.

In late 2008 Mr. Bjella oversaw the establishment of a subsidiary business, DDN Medical Affairs. This new company offers communications services in the areas of drug safety, medical information, and regulatory affairs for pharmaceutical, biotech, and medical-device companies.

And he has been building an international presence for the company, traveling with his team to India to reach out to generic companies and attracting six of the top 10 Indian companies as clients.

For Mr. Bjella, building a strong team at DDN is a career highlight.

A hands-on leader, he says he learned early on that it is vital to spend time getting to know staff members and to uncover what motivates and drives them.

The results of good leadership have been evident throughout his career. As a product manager at Allergan, he brought every major product under his management to a leading market share position. At Schwarz Pharma, he managed a successful reorganization of the salesforce that increased performance, reduced turnover, and significantly increased company profitability.

He has learned to tackle and overcome business adversity during his years in the pharma industry. His toughest task, he says, was managing the restructuring of a 300-person salesforce that required significant layoffs, territory realignments, compensation changes, and aggressive expense management while motivating a new team in the new environment.

Though the business of building a company is intense, it's not without its humorous moments. On a trip to India, Mr. Bjella and his team had their business cards translated into Hindi. During the course of the trip, people would look at Mr. Bjella's card and smile. It wasn't until later that they discovered that "Ross Bjella, President," had been translated as "Ross Bjella, George Bush."

Contributing more broadly to the industry, Mr. Bjella speaks nationally and internationally about the pharmaceutical industry and specialty supply-chain issues. He has written and published a number of articles about these topics and has been a featured speaker at industry meetings.

Committed to the culture of "pay it forward," established by DDN Founder, Cynthia LaConte, Mr. Bjella encourages workplace philanthropy; recognizing that many more employees would volunteer or contribute if it was made more convenient to participate, DDN set up a Charity Committee that coordinates employee participation in charitable activities. Today, more than 90% of employees participate, Mr. Bjella included. These activities include working in a food kitchen, contributing to a homeless shelter and food pantry, participating in blood drives, giving to Toys for Tots, and joining in various fundraisers. ♦

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HBA — PROVIDING LIMITLESS INSPIRATION TODAY AND TOMORROW

Laurie Cooke
CEO, HBA
2009 PharmaVOICE 100 Honoree



HBA Congratulates the 60 Members Who Have Made the List Since 2005

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• Nicholas Colucci • **Laurie Cooke** • **Teri Cox** • Bassil Dahiyat, Ph.D. •
Denise DeMan-Williams • Camille DeSantis • Susan Desmond-Hellmann, M.D. • Susan Dorfman • Tracy Doyle
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• **Ceci Zak** • David Zaritsky • **Jeanne Zucker**

* Italicized names indicate previous or current HBA Board Members



www.hbanet.org

TAKING THE HBA TO NEW HEIGHTS

LAURIE COOKE

Laurie Cooke is a strategist and visionary who is dedicated to the advancement of women's careers in the healthcare arena.

A CONSUMMATE PROFESSIONAL WITH A TREASURE CHEST OF ATTRIBUTES, LAURIE COOKE IS DEDICATED TO THE ADVANCEMENT OF OTHERS. AS CEO OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION (HBA) SHE IS CHANNELING HER PASSION TOWARD THE CAREER ADVANCEMENT OF WOMEN INVOLVED IN THE HEALTHCARE INDUSTRY.

During her career, Ms. Cooke has contributed to the advancement of many men and women in several industries. She generously mentors others, provides sound leadership, communicates vision, and exemplifies integrity and compassion in all she does. Even when managing large numbers of people, Ms. Cooke takes the time to listen, mentor, and care about everyone.

Choosing to leave big pharma after 10 years in progressively responsible positions in process improvement and team effectiveness, global project management, and Phase I biostatistics, Ms. Cooke has spent almost nine years in the nonprofit arena: just shy of five

DID YOU KNOW?

Laurie Cooke is the HBA's first CEO.

years with the Project Management Institute and, to date, more than three years as CEO of the HBA. The events of 9/11 were a catalyst for Ms. Cooke in her decision to move into the nonprofit world so she could contribute to making a direct difference each and every day.

Her staff genuinely loves her, and many who have worked with her previously have chosen to keep in contact with her.

She provides sound, insightful, and inspirational leadership which has catapulted HBA's growth. Being the first CEO of HBA, she has pioneered the landscape to double the organization's membership base in just three short years. Ms. Cooke effectively balances the demands of shepherding this growing organization and its newly hired professional staff with the myriad needs of its volunteer leaders, who are its lifeblood. Ms. Cooke never says no, instead, she skillfully gains consensus and gets the right things done for both the organization and HBA volunteers.

Ms. Cooke raised more than \$150,000 to

JOHN FARINACCI

PUTTING CRO PARTNERSHIPS ON THE MAP

LEADING THE WAY IN COLLABORATIVE STUDIES, JOHN FARINACCI HAS BEEN INSTRUMENTAL IN PUTTING THE GLOBAL PARTNERSHIP MODEL ON THE MAP IN THE CRO FIELD.

ResearchPoint, which he founded, allows smaller pharmaceutical and biotechnology companies to carry out studies on an international basis without having to turn to the largest of the CROs.

It's a model that a number of companies worldwide have since sought to emulate.

An industry veteran with more than 30 years experience in clinical research, Mr. Farinacci has been hugely influential in the CRO industry. As the former head of Pharmaco in the early 1990s, Mr. Farinacci led the expansion of the company to become the No. 2 global CRO.

Early on he recognized the importance of global relations, sending a representative to the company's European headquarters to expand the company culture and to harmonize global processes.

After leaving Pharmaco he became executive VP at Quintiles, overseeing a noteworthy growth period in the Americas.

He also supported the expansion into Eastern Europe before other CROs began their migration to these underserved regions. His vision went beyond simply growing the company; rather, he wanted to tap into new markets to improve patient recruitment and to expedite drug development.

At ResearchPoint, Mr. Farinacci maintains a culture where employees have a passion for the work that they do and strive to make a difference — not only for themselves and the company, but for the life-sciences industry in general.

He promotes teamwork and helps his team members strive for the best,

As CEO and Principal of ResearchPoint, John Farinacci surrounds himself with a team he encourages to think and take action and provides an environment for people to take pride in their accomplishments.



DID YOU KNOW?

John Farinacci was a collegiate All-American soccer player.

Driven • Energetic

NAME: John V. Farinacci

CURRENT POSITION: Principal and CEO, ResearchPoint

EDUCATION: B.A., Biology, Russell Sage College

DATE AND PLACE OF BIRTH: February 1948, Hudson, N.Y.

FIRST JOB: Bailing hay and milking cows at age 10

FIRST INDUSTRY-RELATED JOB: Research biologist, Sterling Drug

DREAM JOB: Professional athlete

NEXT PROFESSIONAL ACHIEVEMENT: Publishing a book: Appreciate, Communicate, and Motivate

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: Working hard and smart are givens, but being able to separate the two is the difference

and, by doing, so employees want to try new tasks and reach outside their comfort zone to realize their potential. In fact, next on Mr. Farinacci's list to accomplish

is the publication of a book: Appreciate, Communicate, and Motivate.

At the same time, though, he strives to help his staff achieve a productive work-life balance that is in harmony with their needs outside the office — a philosophy he takes to heart, as he is an active cyclist and tennis player.

Mr. Farinacci's tendency to motivate through actions rather than by words, his pioneering spirit with ResearchPoint, and his overall "take-the-bull-by-the-horns" approach to challenges are well-known among others in this field.

Involvement in the business community is also important for Mr. Farinacci, and he serves on the board of the Austin Chamber of Commerce to assist in promoting life sciences within Central Texas and to meet others in the same area to build relationships. ♦

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fund the HBA's E.D.G.E. in Leadership Study, which outlines best practices in recruiting, advancement, and retention of women in the top ranks of the pharmaceutical and biotechnology industries. She has also helped several HBA Chapters develop programs based upon the findings of the study.

Other milestone successes at HBA during her tenure include the launch of a new Website, transitioning to a new database, the creation of WebTV snippets, sold-out Leadership Conferences and Woman of The Year events, and the addition of two chapters and two affiliates, among others.

Recognizing that a dearth of upcoming talent due to retiring baby boomers and the fact that there aren't enough resource from Generation X to fill all of the jobs, is an issue for the industry, and within her role at HBA she seeks to develop future leaders and encourages companies to embrace true diversity of thought as part of their hiring practices.

Ms. Cooke exhibits creativity, innovation, and impeccable ethics in all she undertakes and seeks to bring out the best in others and bring the best to others.

She is inspired by the HBA board, whose members dedicate so much time to progress the HBA's mission to further the advancement and impact of women in healthcare worldwide, while holding very senior positions in the healthcare industry. What excites her about these dedicated women is their ability to find a way to balance and integrate their lives and give back, and to do so in a collaborative environment where everyone learns from one another.

In addition to her role at HBA, Ms. Cooke belongs to a number of nonprofits that represent the different aspects of her career, from organizations dedicated to executive women, to CEOs, to the industry sector, to association executives; she supports several others as well. She also volunteers at her Unitarian Universalist church, which is very active in the community. Involvement in such organizations is important to her because of the role such associations play in contributing to the industry and to individuals by helping to align passions toward an agreed cause. ♦

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Empowering • Mentoring

NAME: Laurie Patricia Cooke, R.Ph.

CURRENT POSITION: CEO, Healthcare Businesswomen's Association

EDUCATION: B.S., Microbiology, University of Maryland; B.S., Pharmacy and R.Ph. license, University of Washington; Post-Graduate Diploma, Software Engineering Management, University of Luton, U.K.

DATE AND PLACE OF BIRTH: March 1959, Washington, D.C.

FIRST JOB: Veterinary Assistant

FIRST INDUSTRY-RELATED JOB: Biometrician in a Phase I unit in Hoechst, U.K.

DREAM JOB: Running a vineyard

CONNECTED VIA: LinkedIn, Facebook, HBA network

LIFE LESSONS: The purpose of life is a life of purpose — Robert Byrne



To access a FREE Podcast featuring Laurie Cooke, CEO of HBA, go to pharmavoice.com/podcasts.

CONGRATULATIONS

MARCIA GODDARD

ONE OF 2009's
PharmaVoice 100

FEARLESS_INVENTIVE_IGNITING

We are honored to have you as our courageously creative colleague, our nurturing mentor, and our encouraging friend. Your energy and passion continually drive the creative minds at TLM to generate their best work.

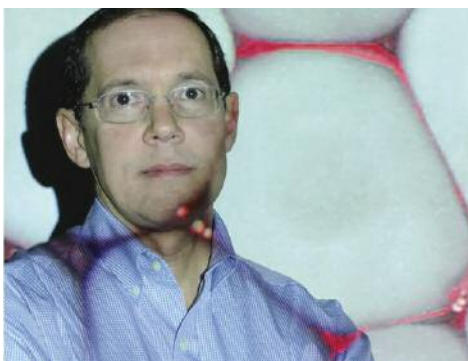
Torre Lazur McCann congratulates Marcia and the other 99 inspiring healthcare industry leaders named to the *PharmaVoice* 100.

LIVE_BREATH_LAUNCH

TORRE LAZUR MCCANN



DR. THOMAS HUGHES REDEFINING SCIENCE



As President and CEO of Zafgen, Dr. Thomas Hughes' contributions to science and business are creating positive change within the industry.

THE FUTURE IS NOW FOR THOMAS HUGHES, PH.D.

A true innovator, Dr. Hughes continuously demonstrates a willingness to think creatively, not only with regard to scientific discovery but to business models. After a 20-year career with Novartis, Dr. Hughes, as president and CEO, is guiding the biotech company Zafgen to be a scientific innovator and develop novel therapeutics to treat obesity.

His extensive knowledge of the role of genetics in Type 2 diabetes and his contagious passion for drug discovery and development have made him a pioneer in the field of metabolic disorders. And he has consistently drawn the best in the business to his endeavors.

While at Novartis, he was instrumental in building a strong team, creating key alliances, and directing innovative drug-discovery efforts

DID YOU KNOW?

Dr. Thomas Hughes and his research team were the first to show positive clinical results for a DPP-4 inhibitor in humans.

for metabolic programs. He oversaw the creation of a new diabetes-focused research group at the Novartis Institutes for BioMedical Research (NIBR), which is focused on novel metabolic pathways involving mitochondrial oxidation and fatty acid metabolism. This group was extremely creative and scientifically forward-thinking in identifying novel drug targets and using genetic and genomic data arising from research partnerships with academia, which Dr. Hughes was instrumental in forging.

His team's lauded research led to the development of Novartis' groundbreaking dipeptidyl peptidase (DPP-4) inhibitor program, which resulted in the first DPP-4 inhibitor, vildagliptin, now approved for use in the European Union. All subsequent DPP-4 inhibitors, including sitagliptin (Januvia) — the first approved in the United States to help lower blood sugar levels in adults with Type 2 diabetes — followed his pioneering work at Novartis. It was an exciting time for Dr. Hughes. He won't forget the day his team got its Phase IIa clinical data from its first serious trial with NVP-DPP728, a DPP-4 inhibitor. He was completely stunned by the result, which was the first time anyone had seen what a DPP-4 inhibitor could do to improve glucose control with chronic administration in humans.

Team building has been both a highlight and a source of angst for Dr. Hughes. In 2002, he was assigned the task of shutting down Novartis' N.J.-based cardiovascular and metabolic disease area and picking a core team to jump-start new growth in Massachusetts. Eliminating more than 100 positions took him through some pretty dark and lonely places, and setting the direction for that new group and motivating them to perform required him to dig deep into the reasons why he did what he did. The experience was, he says, transformational.

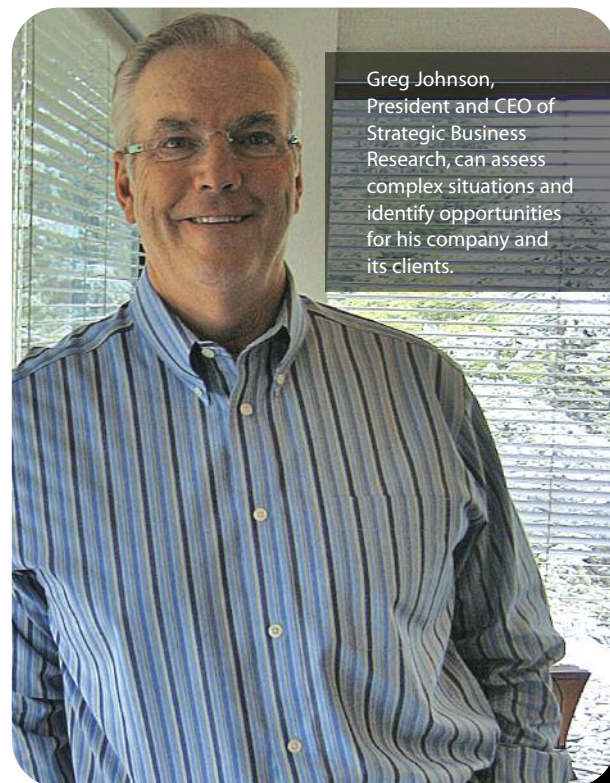
At Zafgen, Dr. Hughes has successfully aligned top-tier management and scientific advisory teams that include global experts in obesity, metabolic disorders, medicinal chemistry, and drug development.

Zafgen's breakthrough mechanism of action targets the vascular system that supports adipose cells, manipulating and shrinking the blood supply to the fat tissue and thereby driving loss of fat and a return to a more healthy body weight. The view of obesity as a biologi-

cal-based condition is a brave new way of thinking about and approaching the disease, and under Dr. Hughes's leadership the Zafgen team is not only providing scientific validation and merit for this view, but is developing therapeutics to potentially treat obesity.

His innovative thinking is not limited to his successful scientific endeavors, but also to the way he has cultivated a unique business model for Zafgen. The company employs a virtual model for its corporate and clinical operations, allowing the team to execute its mission in the most capital-efficient manner possible. ♦

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Greg Johnson, President and CEO of Strategic Business Research, can assess complex situations and identify opportunities for his company and its clients.

Enthusiastic • Futuristic

NAME: Thomas Edward Hughes, Ph.D.

CURRENT POSITION: President and CEO, Zafgen Inc.

EDUCATION: Ph.D., Nutritional Biochemistry, Tufts University, 1987; M.S., Zoology, Virginia Polytechnic Institute and State University, 1984; B.A., Biology, Franklin and Marshall College, 1981

DATE AND PLACE OF BIRTH: May 1959, York, Pa.

FIRST JOB: Busboy

FIRST INDUSTRY-RELATED JOB: Postdoctoral fellow at Sandoz, characterizing transgenic rats and mice to make human HDL proteins

DREAM JOB: Running a combined bike shop and climbing gym

BIGGEST INDUSTRY CHALLENGES: Achieving efficiency in drug discovery, development, and marketing

CONNECTED VIA: LinkedIn, Plaxo

WORDS TO LIVE BY: Relax and just be yourself

CLIENTS AND EMPLOYEES ARE EQUALLY TOP OF MIND FOR GREG JOHNSON AS HE SEEKS TO ADVANCE MARKET RESEARCH.

With integrity, Mr. Johnson as CEO and president of Strategic Business Research makes it his mission to further the goals of his clients with innovative solutions while always encouraging the growth and development of his employees. He spearheaded the development of the company from a two-person firm to a much larger concern serving all of the major pharmaceutical companies.

Clients say he is the first person they call when it comes to market research because Mr. Johnson personally ensures that the outcome will meet or exceed expectations. He takes time to understand business questions, as opposed to just responding to a research request without understanding the underlying need for the infor-

STEERING A SUCCESSFUL NEW COURSE

**FOR THE PAST 35 YEARS, THE
PHARMACEUTICAL INDUSTRY AND
HEALTHCARE IN GENERAL HAS HAD A
STALWART CHAMPION IN RICK KEEFER.**

He makes it his mission always to bring a higher level of customer service to the end user, the physician, nurse, pharmacist, or other healthcare provider. He is always looking at innovative ideas to bring forward to the industry and constantly challenges his employees to think outside of the box to achieve customers' objectives.

A true leader and two-time PharmaVOICE 100 honoree — having also been named to the list in 2008 — Mr. Keefer balances the needs

DID YOU KNOW?

Rick Keefer's first name is David.

President and CEO of Publicis Strategic Solutions Group, Rick Keefer is a true leader who takes a straightforward approach to succeed, inspiring the rest of the company along the way.



of clients, employees, and the business of Publicis Strategic Solutions Group (PSSG) masterfully to generate results.

The last 12 months have seen many changes both within the pharma industry as well within Publicis Strategic Solutions Group (formerly Publicis Selling Solutions Group),

But Mr. Johnson has demonstrated an ability to steer companies through difficult times. For example, he was a sales manager in Chicago in 1982 during the Tylenol tampering tragedy; he was personally involved in managing sales reps through the product recall and rebuilding the Tylenol prescription drug franchise.

One of the most exciting experiences during his pharma career was the introduction of the first long-acting oral morphine (MS Contin) for the treatment of cancer pain, which happened while he was at Purdue Frederick (now Purdue Pharma). ♦

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Innovative • Charismatic

NAME: Greg Johnson

CURRENT POSITION: President and CEO, Strategic Business Research

EDUCATION: B.A., Carthage College, 1971

DATE AND PLACE OF BIRTH: October 1948, East Orange, N.J.

FIRST JOB: Selling electronic calculators, Monroe Business Systems

FIRST INDUSTRY-RELATED JOB: Sales representative, McNeil Pharmaceuticals

DREAM JOB: A trauma physician

BIGGEST PROFESSIONAL CHALLENGE: Providing strategic direction and support to clients to navigate through the economic challenges facing the pharmaceutical industry today

PROFESSIONAL MENTOR: Howie Klick, his first District Sales Manager

CONNECTED VIA: LinkedIn, Xing

WORDS TO LIVE BY: Always look for the opportunity that presents itself in the face of adversity

DID YOU KNOW?

Greg Johnson helped manage McNeil Pharmaceutical's sales reps in Chicago through the Tylenol product recall and was essential in rebuilding the Tylenol prescription drug franchise.

Competitive • Passionate

NAME: Rick Keefer

CURRENT POSITION: President and CEO, Publicis Strategic Solutions Group

EDUCATION: Certified Medical Representative, Certified Medical Representative Institute, 1982; B.S., Marketing/Accounting, West Virginia State College, 1974

DATE AND PLACE OF BIRTH: South Charleston, W.V.

FIRST JOB: Mowing lawns

FIRST INDUSTRY-RELATED JOB: Sales representative, A.H. Robins Company

DREAM JOB: Furniture maker

WORDS TO LIVE BY: A person is only as good as their word

but Mr. Keefer has handled these changes with a high degree of professionalism, integrity, and creativity. He has transformed the company and culture to one of efficiency, including a green initiative called EverGreen, and instilled a renewed focus on developing new business and stronger customer service.

Moreover, his leadership has helped the whole organization to embrace change, grow in spite of it, and develop innovative solutions for clients to thrive in the marketplace. In a challenging economy, PSSG is flourishing, and it is in large part due to the leadership of Mr. Keefer.

It certainly helps that Mr. Keefer is by nature competitive, taking winning seriously both personally and for his clients, helping them to achieve their goals and objectives. And he is passionate about the industry and the value it brings to patients, their families, healthcare providers, and society. All too often, that value is subsumed in a world of "healthcare scapegoating," but that doesn't detract from its importance.

He has a true gift for bringing out the best in his employees. By empowering every individual in the company, he provides them with the confidence and flexibility to make things happen.

His leadership is evident outside the company as well; he frequently speaks and writes on key industry challenges.

A supporter of diverse groups and thinking, Mr. Keefer is an HBA member and serves on the HBA Metro Chapter Board.

He is also encourages giving back to the community. Publicis has quarterly volunteer days where it contributes a day of service to local nonprofit groups such as Isles, a community development and environmental improvement organization that specializes in revitalizing distressed neighborhoods and communities, and HomeFront, whose mission is to end homelessness in central New Jersey.

Those who have worked with him say above all he is a friend to all; one who would drop everything for someone in need. ♦

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RICK KEEFER

TUAN HA-NGOC

President and CEO of AVEO, Tuan Ha-Ngoc is one of the most inspiring and motivational leaders in the pharmaceutical sector; he is willing to take risks and put in the hard work needed to build strong companies.



DID YOU KNOW?

In 1999, Tuan Ha-Ngoc provided the financing and took his 17-year old son to build the very first two clinics in the Philippines within the newly created Habitat for Humanity villages.

RISING TO THE CHALLENGE

RISKS DON'T WORRY TUAN HA-NGOC. FROM HIS UPBRINGING TO HIS PROFESSIONAL ACHIEVEMENTS, MR. HA-NGOC HAS STOOD UP TO CHALLENGES AND ACHIEVED PHENOMENAL SUCCESS.

A veteran in the pharmaceutical industry with more than 30 years experience, Mr. Ha-Ngoc is a passionate and visionary leader with a knack for building companies, attracting investors, and creating strong partnerships.

Born in Hanoi, Vietnam, he moved south to Saigon with his family when the communist regime took over in 1954. He grew up in an area with minimal electricity and no running water, but found his way through education. As part of a small, community educational program he was sent overseas to Paris where he obtained his pharmacy degree. He could not return home due to the expansion of the communist regime, and this led Mr. Ha-Ngoc to Sanofi where he started his career in 1974.

It is this background that set the tone and direction for the risk-taking and hard work that have defined his professional growth in pharma.

He participated in the design, negotiation, and execution of the Wyeth-Genetics Institute M&A transaction. It began with him managing the decision-making process surrounding the American Home Products-Wyeth transaction, eventually leading to the merger with Genetics Institute. According to Mr. Ha-Ngoc, it was a daunting and delicate endeavor

Visionary • Passionate

NAME: Tuan Ha-Ngoc

CURRENT POSITION: CEO and President, AVEO Pharmaceuticals Inc.

EDUCATION: MBA, INSEAD; Master's in Pharmacy, University of Paris

DATE AND PLACE OF BIRTH: March 1952, Hanoi, Vietnam

FIRST INDUSTRY-RELATED JOB: Sanofi

PROFESSIONAL MENTOR: Gabriel Schmergel, formerly with Genetics Institute

WORDS TO LIVE BY: Look into a mirror to really see how others perceive you

because of the massive undertaking of merging two companies, while taking each company's values, missions, and pipelines into consideration. Communication and sensitivity are crucial factors in a major company transition and staying attuned to the various channels throughout the organizations proved to be an interesting challenge, he says. The outcome though was a success and tremendously enhanced Mr. Ha-Ngoc's professional development and growth.

Later, he co-founded deNovis, an enterprise-scale software development company focused on automating administrative functions in healthcare.

Mr. Ha-Ngoc took his next entrepreneurial step when he joined AVEO Pharmaceuticals as the company's starting CEO. Over the past six

years, he has built an impressive pipeline of cancer therapies and created notable collaborations with oncology leaders, including Schering-Plough, OSI Pharmaceuticals, Kirin, and Biogen Idec.

Developing breakthrough medications for patients is a driving force for Mr. Ha-Ngoc. He recounts an experience when he was accepting the prestigious Innovation Award from the National Hemophilia Foundation on behalf of Genetics Institute for its contribution to the development and marketing of Recombinant Factor VIII for hemophilia. He was seated at a table with nine hemophiliacs, all of whom were HIV positive because of tainted plasma products that they had been administered. While innovation was too late for them (they all expected to die within the next 12 months), they said the recombinant Factor VIII had the potential to save the next generation of kids born with this genetic deficiency. That moment, and others like this, inspired Mr. Ha-Ngoc to dedicate himself and his colleagues to address the highest areas of medical needs in the hope that the next generation of patients would have everything at their disposal to overcome whatever health issues they might face.

With that goal in mind, Mr. Ha-Ngoc says he hopes to launch a successful cancer drug that meets a medical need in the field of oncology based on AVEO's unique cancer biology platform that helps to identify genetic profiles that correspond with patient responsiveness.

Mr. Ha-Ngoc's commitment to his employees, family, and community is an inspiration to those who know him.

As someone who grew up in a developing nation and has enjoyed great success, he feels it is his duty to give back. Through his involvement with the Habitat for Humanity Jimmy Carter Work Project in 1999, he provided the financing and took his 17-year-old son to build the very first two clinics in the Philippines within the newly created Habitat for Humanity villages.

Additionally, he has led the AVEO cycling team for two consecutive years on the 90-plus mile Pan Mass Challenge to raise money to benefit the Jimmy Fund of the Dana Farber Cancer Institute.

Last year, he and his wife joined a few friends to provide the funding to build an orphanage in Vietnam. Seeing many babies receiving proper care was the high-light of their trip, he says.

In addition, he serves on the boards of a number of academic and nonprofit organizations, including the Harvard School of Dental Medicine, the Tufts School of Medicine, the Koch Institute for Integrated Cancer Research at MIT, the Boston Philharmonic Orchestra, and the International Institute of Boston. He also serves on the board of directors of Human Genome Sciences. ♦

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DID YOU KNOW?

Kyle Kennedy always combines “doing things right” and “doing the right thing.”

MSL INSIGHTS

As Managing Director of The Medical Affairs Company, Kyle Kennedy's ability to identify the objectives, tools, and outcomes generates success for his medical teams.

KYLE KENNEDY

Credible Tenacious

NAME: Kyle Patrick Kennedy

CURRENT POSITION: Managing Director, The Medical Affairs Company (TMAC)

EDUCATION: B.A., Economics and Political Science, The University of Wisconsin — Madison

DATE AND PLACE OF BIRTH: Jan 29, 1963, Madison, Wis.

FIRST JOB: Mowing lawns

FIRST INDUSTRY-RELATED JOB: Field Sales Representative, Reid-Rowell Laboratories (now Solvay Pharmaceuticals)

DREAM JOB: Run a winery

PROFESSIONAL MENTORS: His father, Donald C. Kennedy; Tom Hunt and John Foley, Solvay Pharmaceuticals; Dr. Mark Riddle and Dr. John Walkup, The Johns Hopkins University; and Dr. Evan Demestihis, CEO, TMAC

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: It is easy to light a fire underneath someone, but much more rewarding to both parties to light a fire within them

A VISIONARY BUSINESS LEADER, KYLE KENNEDY IS BRINGING INSIGHTS AND BROAD EXPERIENCE FROM BOTH THE PHARMA AND THE CONTRACT SIDES OF THE MEDICAL AFFAIRS FIELD TO HIS ROLE AS MANAGING DIRECTOR AT THE MEDICAL AFFAIRS COMPANY.

While at Solvay Pharmaceuticals as manager of the medical affairs department, Mr. Kennedy was instrumental in growing the medical liaison team from 10 members to 37.

But he didn't start out in the MSL arena. The career-changing move happened in 1994 during a reorganization at Solvay. At the time he was a young, “hotshot” district manager in sales and was moved into the newly created position within Solvay of medical science liaison, along with nine other displaced sales personnel. The move was dramatic for both the company and Mr. Kennedy, and one that started his career as an MSL.

Since then, he has gone from strength to strength. Most exciting for him has been the startup and growth of The Medical Affairs Company, which was founded in 2007. Over the past year or so, the addition of four partners

has helped the company become the leader in medical science liaison and medical affairs services.

Mr. Kennedy's ability to identify the objectives, tools, and outcomes to generate the success of his medical teams are to be admired. He has the ability to clearly understand customers and their needs and develop initiatives that satisfy all parties involved.

He understands the key role played by all healthcare professionals, from MDs to Nurse Practitioners within the clinical environment. Going forward, Mr. Kennedy is focused on the company's new offering, the MSL Academy, which is intended to provide a certified and accredited training curriculum for the company's MSLs, client MSLs, and MSLs new to the industry.

Going forward, Mr. Kennedy is focused on the company's new offering, the MSL Academy, which is intended to provide a certified and accredited training curriculum for the company's MSLs, client MSLs, and MSLs new to the industry.

Beyond the workplace, Mr. Kennedy is an activist and fundraiser for Susan G. Komen for the Cure, with many family members and friends being survivors of breast cancer. In addition he volunteers for the Cystic Fibrosis Foundation, helping out at Great Strides events, including golf tournaments. What motivates him with cystic fibrosis fundraising are the children who suffer from this condition, who have a tremendous zest for life.

Health is a primary focus for Mr. Kennedy at work, in his volunteer activities, and among his broader global concerns. He says his biggest concern is the fact that more than 26,000 children under the age of 5 die every day due to preventable poverty, disease, and hunger. Malaria, for example, kills 800,000 children each year, with Africa being hardest hit. What most troubles Mr. Kennedy is the fact that malaria is both preventable and treatable, yet many die because prevention and treatment tools are not readily available to the people who need them most. ♦

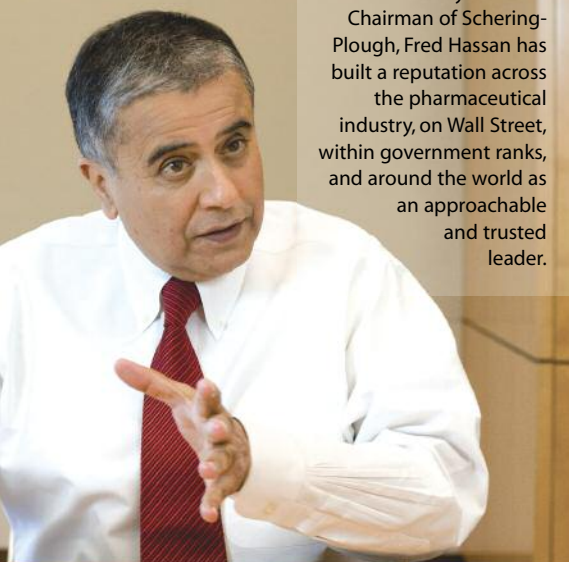
THE MIDAS TOUCH

CONSIDERED TO BE THE KING OF “TURNAROUND,” FRED HASSAN HAS LED SCHERING-PLOUGH THROUGH A SERIES OF DIFFICULT STEPS, TURNING IT FROM AN EMBATTLED PHARMACEUTICAL COMPANY TO A HIGHLY RESPECTED FORCE IN THE INDUSTRY.

When he joined the company in 2003, it was struggling under the loss of patent protection of its blockbuster drug Claritin and exposed to the spotlight of government and FDA investigations. With adept maneuvering and careful planning, Mr. Hassan revived Schering-Plough's fortunes; he returned the company to profitability and organized the purchase of Organon BioSciences.

His success in saving the company has been a true career high point, he says, but also his most challenging assignment.

The company was approached by Merck for a combination in December. Although the company was not for sale, the board had to consider the premium that was offered. Based on a number of other factors (described in the proxy



Currently CEO and Chairman of Schering-Plough, Fred Hassan has built a reputation across the pharmaceutical industry, on Wall Street, within government ranks, and around the world as an approachable and trusted leader.

DID YOU KNOW?

Fred Hassan is an "extreme" chef.

have worked together for some years on cardiovascular drugs.

Throughout his career, he has proved to be adept at deal making. While CEO of Pharmacia, he oversaw the merger with Monsanto, enabling the company to gain control of the arthritis medication Celebrex, and later the spinoff of Monsanto's agricultural business, and, ultimately, the purchase of Pharmacia by Pfizer.

An inspirational leader, Mr. Hassan is first and foremost a people person, seeking feedback from everyone in the organization – from the receptionist to his executive management team. He says every supervisor and colleague has in some way been a mentor to him.

Once the handover of Schering-Plough to Merck is complete, Mr. Hassan will prepare for a new voyage. Not one to settle down, Mr. Hassan is eager to be involved in an enterprise that helps people. A key concern for him is the Alzheimer's tsunami that will likely begin around 2020. One of his personal goals is to create a sustainable enterprise that helps Alzheimer's patients and their caregivers. With this next step, as with previous endeavors, Mr. Hassan will no doubt draw on the great advice that has seen him achieve so much in his career: focus on the next mile and you'll travel well on your journey.

Having spent several years at Sandoz, now Novartis, which was a leader in mental health, Mr.

Curious • In-Tune

NAME: Fred Hassan

CURRENT POSITION: Chairman and CEO, Schering-Plough Corp.

EDUCATION: MBA, Harvard Business School; B.S., Chemical Engineering, Imperial College of Science and Technology at the University of London

DATE AND PLACE OF BIRTH: Nov. 12, 1945, Multan, Pakistan

FIRST JOB: Chemical Engineer, Dawood Corp.

FIRST INDUSTRY-RELATED JOB: Sales representative

DREAM JOB: Physician

BIGGEST PROFESSIONAL CHALLENGE: Leading a companywide effort to save Schering-Plough when it faced a very difficult time

WORDS TO LIVE BY: Focus on the next mile — and you'll travel well on your journey

FRED HASSAN

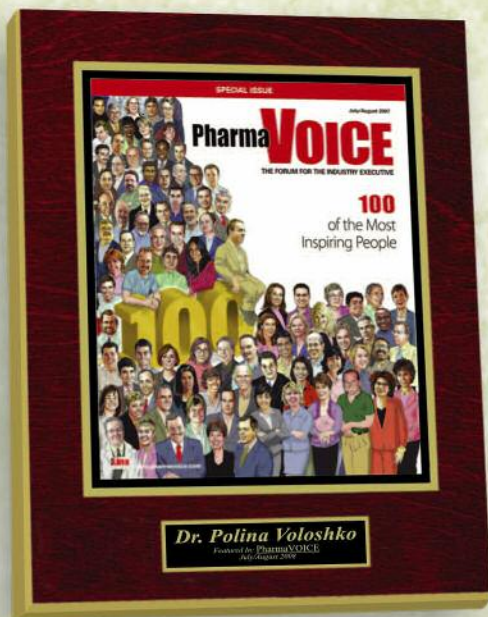
for the transaction), the board agreed with the Merck proposal to combine the two companies.

While the buyout means Schering-Plough will be absorbed into the Merck organization, Mr. Hassan has ensured his company will be part of an organization with which Schering-Plough and its employees are already well-acquainted: the two

Hassan strongly supports Community Hope in Parsippany, N.J., which provides a continuum of residential recovery programs for almost 300 individuals with mental illness. ♦

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DR. JOHN MARAGANORE

Dr. John Maraganore, CEO, has been able to guide Alnylam Pharmaceuticals through uncharted scientific waters while keeping a very close and tight focus on business objectives and needs.



DID YOU KNOW?

Dr. John Maraganore dreams of reaching the summit of Mt. Everest.

SHINING A LIGHT ON INNOVATION

JOHN MARAGANORE, PH.D., CEO OF ALNYLAM PHARMACEUTICALS, BRINGS TOGETHER A RARE COMBINATION OF BENCH SCIENTIST, BUSINESS KNOW-HOW, AND SENIOR EXECUTIVE EXPERTISE TO LEAD THE COMPANY TO STRATOSPHERIC SUCCESS.

Under Dr. Maraganore's leadership, Alnylam is pioneering a new field of biology, RNAi, which has the potential to truly revolutionize medicine.

At the same time, he has grown Alnylam from a small biotech company to one with a market cap of about \$1 billion, helped by a series of strong collaborations.

He takes on everything he does with passion; he cares deeply about patients in urgent need of new therapies.

The company is his pride and joy, and discovering medicines so people can live longer, healthier lives is his dream. Dr. Maraganore says helping to build Alnylam and advancing RNAi therapeutics to patients has been the focal point of his career. But it requires a full-time focus, commitment, and perseverance to achieve those goals.

Breakthrough research is uppermost for Dr. Maraganore, and he laments a lack of commitment to innovation and draws inspiration from great scientists.

His own experience with developing Angiomax, a medicine that stops blood clotting, while at Biogen, leading it through approval, and receiving letters from patients whose lives it has saved or helped, was a defining moment for him in his career.

Once told that nothing is impossible, he strives daily in his leadership of Alnylam to demonstrate that this advice holds true.

WILLIAM MAICHLE

A BLEND OF TALENTS

IT'S A RARE TALENT TO BE ABLE TO BLEND CLINICAL DEVELOPMENT WITH MARKETING EXECUTION, BUT THAT'S JUST WHAT BILL MAICHLE, CHIEF OPERATING OFFICER OF KOWA PHARMACEUTICALS AMERICA, BRINGS TO THE TABLE.

One of the industry's young superstars, Mr. Maichle has knowledge way beyond his years.

Just a few months after licensing Lipofen, a product to treat cholesterol, from Cipher Pharmaceuticals, Kowa was preparing for launch. Because of the short timeframe and the critical need for flawless execution, the company needed to entrust the task to an experienced and trustworthy individual. Mr. Maichle's tremendous organizational and project management skills were considered ideal for the job.

He gladly accepted the challenge and was pressed into service as the interim Lipofen project manager. Through his unwavering dedication and commitment to the project, Mr. Maichle helped Kowa successfully launch Lipofen Oct. 1, 2007.

Shortly after the launch, Mr. Maichle was promoted to chief operating officer. Since then, time and again the company has been able to lean on Mr. Maichle to guide it through challenges.

One of the toughest tasks he has taken on has been managing a process for the strategic divestment of products in a challenging and competitive M&A environment.

With several big achievements to his name, Mr. Maichle counts as his two biggest accomplishments as being part of the team that sold ProEthic Pharmaceuticals to Kowa Pharmaceuticals and being appointed to the board of directors at Applied Pharma Research; both of these point to the regard others in the industry have for him.

Competitive by nature, Mr. Maichle likes to push himself to constantly improve both the industry and life in general.

He is proactive and plans for contingencies so all possible options are



DID YOU KNOW?

Bill Maichle's screensaver is of the 2008 World Series Champion Philadelphia Phillies.

open. Mr. Maichle has embraced each opportunity and challenge that has come his way so far and says while he has experienced his share of successes and failures, the score favors the successes.

With that in mind, Mr. Maichle's goal ultimately is to become CEO of a company.

Energetic and eager to play a role in improving other's lives, Mr. Maichle is involved with Run For Your Life, which combines his enjoyment of running with raising awareness and funds for many charitable organizations. ♦

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Though it's a full-time job leading Alnylam, Dr. Maraganore gets plenty of enjoyment from his role, and he has fun with his coworkers each day.

Despite an all-encompassing work schedule, Dr. Maraganore finds time to serve on the leadership council for BIO Ventures for Global Health (BVGH) because he believes strongly that the industry must respond to the global health needs of impoverished nations.

In addition, he is a trustee for Beth Israel Deaconess Hospital, which allows him to stay connected with hospitals and patients. ♦

Passionate • Urgent

NAME: John M. Maraganore, Ph.D.

CURRENT POSITION: CEO, Alnylam Pharmaceuticals

EDUCATION: Ph.D., Department of Biochemistry and Molecular Biology, University of Chicago; M.S., Department of Biochemistry and Molecular Biology, University of Chicago; B.A., Division of Biological Sciences, University of Chicago

DATE AND PLACE OF BIRTH: Oct. 1962, Chicago

FIRST JOB: Delivering plant seeds door-to-door

FIRST INDUSTRY-RELATED JOB: Scientist, The Upjohn Company

DREAM JOB: Mountain climber

PROFESSIONAL MENTORS: Jim Vincent, formerly with Biogen; Mark Levin, formerly with Millennium

WORDS TO LIVE BY: Nothing is impossible

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Bill Maichle understands the clinical side of pharma as well as the marketing aspects necessary to make a product successful, skills he uses as Chief Operating Officer of Kowa Pharmaceuticals America.

Competitive • Proactive

NAME: William R. Maichle

CURRENT POSITION: Chief Operating Officer, Kowa Pharmaceuticals America Inc.

EDUCATION: B.S., Elizabethtown College, Wake Forest University

DATE AND PLACE OF BIRTH: July 1974, Wilmington, Del.

FIRST JOB: Summer Camp Counselor

FIRST INDUSTRY-RELATED JOB: Clinical Research Associate

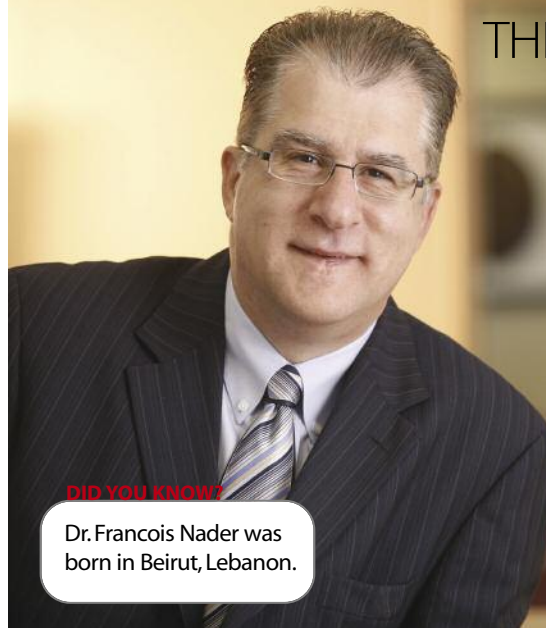
DREAM JOB: Elementary School Teacher

PROFESSIONAL MENTORS: Carl Whatley, formerly with ProEthic Pharmaceuticals/Kowa Pharmaceuticals; Dr. Gary Ingenito, formerly with Otsuka Maryland Research Institute

WORDS TO LIVE BY: Don't be afraid to make mistakes, but learn from them, quickly

DR. FRANCOIS NADER

THE TRANSFORMER



DID YOU KNOW?

Dr. Francois Nader was born in Beirut, Lebanon.

NPS Pharmaceuticals President and CEO Dr. Francois Nader has built a reputation for bridging science and business to achieve successful development programs, optimal regulatory outcomes, top-line revenue growth, and bottom-line profitability.

AN EXPERIENCED GLOBAL LIFE-SCIENCES EXECUTIVE WITH A PROVEN TRACK RECORD OF VISION, LEADERSHIP, AND STRATEGY, FRANCOIS NADER, M.D., HAS BEEN AT THE HEART OF HELPING BUILD OR TURNAROUND PROCESSES, DIVISIONS, AND COMPANIES.

The most recent recipient of his talents is NPS Pharmaceuticals. Over the past three years, as president and CEO, Dr. Nader has worked hard to assemble a strong team and to ensure the company stays focused on the most promising projects and manages its resources well. The company has two promising drugs for orphan indications entering Phase III trials.

Dr. Nader says he is proud of having helped to rebuild an organization and equip it to deliver sustainable value to shareholders, employees, and most importantly patients. He has helped to invigorate the culture of the new NPS, putting together a tight-knit team of entrepreneurs and helping to create a true spirit of camaraderie throughout the organization. He also has instilled a sense of urgency and accountability for delivering results and making a real difference to patients' lives. Dr. Nader says NPS today has a great environment and he has a great team to lead.

Before joining NPS, originally as executive VP and chief operating officer in 2006, Dr. Nader was a senior commercial and medical executive at Aventis, where he was instrumental in building that company before being acquired by Sanofi. He supervised the payer commercial market, developed innovative strategic value propositions, and helped lead the re-engineering of Aventis Global and the U.S. commercialization process.

A highly regarded leader, Dr. Nader recognizes the many difficulties that the industry faces. Among them, he says, are limited R&D innovation coupled with the explosion of R&D costs to get a new product to the market, the characterization of the value of pharmaceuticals, and reimbursement within the context of healthcare reform.

Dr. Nader says the biggest challenge he has faced in his career was the initial move from his training in medicine to starting out in the industry as regional director of global commercial operations at Institut Pasteur Production within Sanofi, where he established vaccines in various international markets, ensuring regulatory approval for key Pasteur products, and built and trained a sales team. Since that assignment, back in 1982, he has not looked back. ♦

Respectful • Results-Oriented

NAME: Francois Nader, M.D.

CURRENT POSITION: President and CEO, NPS Pharmaceuticals

EDUCATION: French State Doctorate in Medicine, St. Joseph University; Executive MBA, Healthcare Concentration, University of Tennessee

DATE AND PLACE OF BIRTH: April 1956, Beirut, Lebanon

FIRST INDUSTRY-RELATED JOB: Regional Director, Global Commercial Operations, Institut Pasteur Production, Sanofi

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DR. ENGELBERT TJEENK WILLINK

Dr. Engelbert Tjeenk Willink's innovative leadership as Member of the Board of Managing Directors, Boehringer Ingelheim, inspires a shared sense of trust, commitment, and imagination among his team, enabling great outcomes.

SHARING THE DREAM



DID YOU KNOW?

Dr. Tjeenk Willink is a two-time Dutch champion in off-shore sailing.

IT'S A SIMPLE MOTTO, BUT ONE THAT MAKES ENGELBERT TJEENK WILLINK, M.D., AN INSPIRATION TO THE TEAM AT BOEHRINGER INGELHEIM: A DREAM IS NOTHING BUT A DREAM, BUT SHARING A DREAM WITH OTHERS ENABLES IT TO GROW.

Dr. Tjeenk Willink has an exceptional level of energy and persistence to drive change within an organization. At the same time he has a brilliant mind and is quick to come up with ideas and provide insightful analysis.

Bringing products to market is what inspires Dr. Tjeenk Willink as member of the board of managing directors at Boehringer Ingelheim, where he is responsible for marketing and sales human pharma. He cites the ability to develop and market innovative pharmaceutical products for patients in need as industry's greatest challenge.

The decision to move to BI from the CRO industry in 1994 is one he has never regretted and one that has defined his career.

A doctor by training and an experienced marketing leader in prescription medicines, Dr. Tjeenk Willink says his biggest challenge professionally has been working in the corporate headquarters. Maybe that's because of his

natural character traits — intense and fast. Or it might be his scientific strengths combined with his knack for working with people.

Dr. Tjeenk Willink inspires those around him with his ability to motivate people through an honest, sincere, and everything-is-possible attitude. He supports his team to push the boundaries and look beyond set protocols to achieve spectacular results.

Outside of his work endeavors, Dr. Tjeenk Willink provides financial and other assistance to the rural population of Baja, Calif., through his race team Andrea Tomba Racing, to foster healthcare and education. ♦

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Intense • Fast

NAME: Engelbert Coster Tjeenk Willink, M.D.

CURRENT POSITION: Member, Board of Managing Directors, responsible for Marketing & Sales, Human Pharma, Boehringer Ingelheim

EDUCATION: Dutch M.D., Erasmus University Rotterdam Medical School

DATE AND PLACE OF BIRTH: Oct. 7, 1960, Quezon City, Philippines

FIRST JOB: International clinical monitor

DREAM JOB: Singer in a rock band

PROFESSIONAL MENTORS: Alessandro and Walter

CONNECTED VIA: LinkedIn, Plaxo

ANDREW WITTY

A NEW BEGINNING

CHANGE IS IN THE AIR WITH ANDREW WITTY AT THE HELM OF PHARMA GIANT GLAXOSMITHKLINE.

With an emphasis on moving big pharma away from the way it traditionally has done business, Mr. Witty is driving the company away from dependence on blockbusters and toward a broader portfolio of medicines in keeping with GSK's mission: helping patients do more, feel better, and live longer.

Mr. Witty is working to regain the trust of consumers and governments in the entire pharma industry. He is driving the company in a way that places the patient at the top of every employee's priority list and he is empowering employees to take greater control of their work. This is accompanied by a commitment to achieve the highest levels of integrity and transparency.

Since Mr. Witty took the leadership position at GSK in 2008, he has set the company on a course aimed at enhancing partnerships and at tackling the enormous health discrepancies that exist in the developing world.

To that end, Mr. Witty has committed GSK to a collaborative approach to help improve health in developing nations. First, he has instituted a more flexible approach with regard to intellectual property in an effort to encourage greater research in tropical diseases. He has proposed that GSK make available relevant small-molecule compounds or processes to others

with the purpose of developing new products to treat diseases in least-developed countries. He is also setting GSK on a path to reduce prices for patented drugs in these countries and be more flexible on pricing in middle-income nations.

Collaboration is key to product development

Open • Collaborative

NAME: Andrew Witty

CURRENT POSITION: CEO, GlaxoSmithKline

EDUCATION: B.A., Economics, University of Nottingham

DATE AND PLACE OF BIRTH: 1964, Yorkshire, U.K.

FIRST INDUSTRY-RELATED JOB: Sales Representative

GlaxoSmithKline CEO Andrew Witty is driving the company away from dependence on blockbusters and toward a broader portfolio of medicines.



for neglected diseases, and Mr. Witty is urging greater involvement in public-private partnerships. And he says the industry needs to also play its part in improving healthcare delivery in poor nations, and he is committing GSK to using 20% of profits made in selling products in less developed countries to invest in infrastructure projects in those nations.

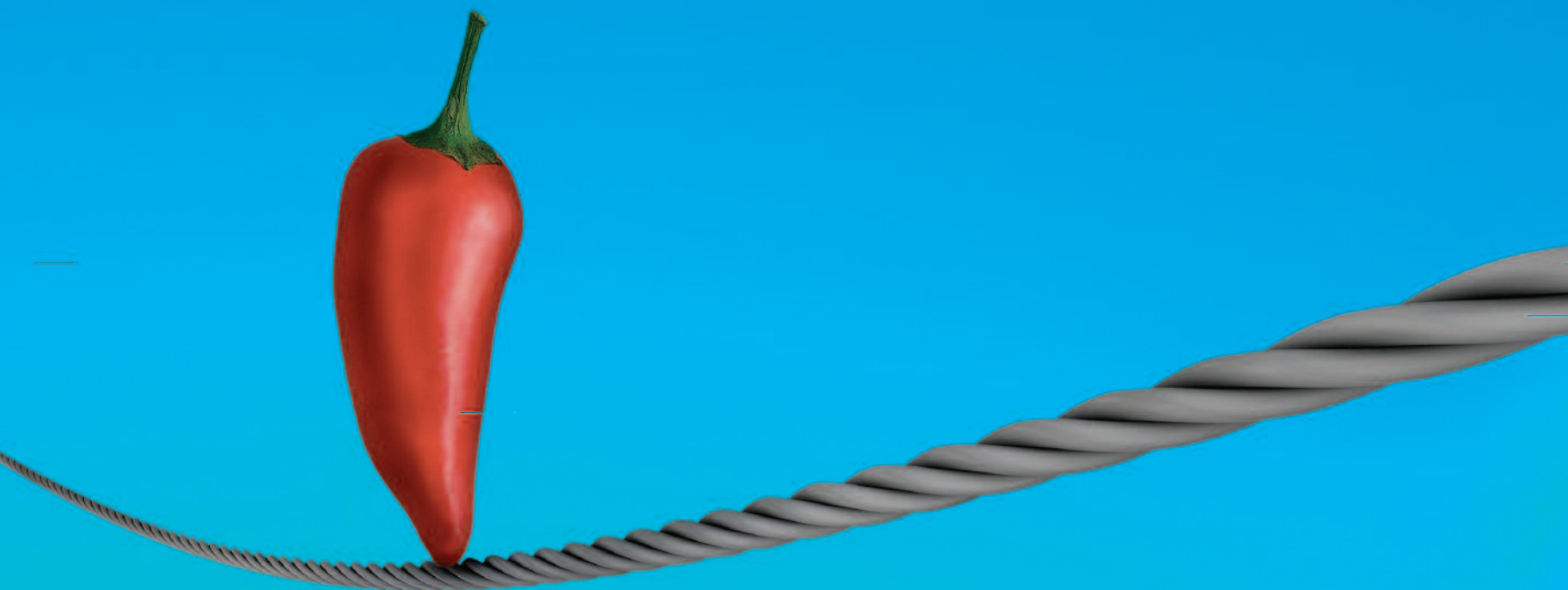
Other steps Mr. Witty has taken to strengthen the way GSK is perceived is to cut spending on DTC TV advertising in the United States, to stop using GSK money for political contributions, and to reveal payments the company makes to physicians and cap payments at \$150,000 a year.

He says the biggest challenge today is growing a diversified, global business in the face of an unprecedented number of patent expirations and against the backdrop of payers searching for ever-more cost-effective healthcare and escalating patient demand for new and better medicines. ♦

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DID YOU KNOW?

Andrew Witty ran the London marathon to raise money for the Over the Wall organization.



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VALUE CHAIN



AS ONE OF THE FIRST EMPLOYEES HIRED BY CAMPBELL ALLIANCE FOUNDER AND CEO JOHN CAMPBELL IN 1998, NADER NAEYMI-RAD HAS PLAYED A PIVOTAL ROLE IN THE GROWTH OF THE FIRM.

DID YOU KNOW?

One of Nader Naeymi-Rad's hobbies is kite boarding.

During his 11-year tenure at Campbell Alliance, Mr. Naeymi-Rad, 35, has worked on more than 500 client projects with pharmaceutical and biotechnology companies in a dozen countries across North America, Europe, and Asia.

He led the development of the brand management practice at Campbell Alliance from its inception until his appointment in 2008 to chief operating officer. Today brand management is the largest practice area at Campbell Alliance.

Mr. Naeymi-Rad has also proven to be a thought leader across the industry, helping pharma and biotech clients address complex challenges and develop comprehensive strategies that greatly improve their business. One of the most difficult problems for the industry, he says, is to persuasively demonstrate the value of medicines.

He has led the development of innovative new service offerings, including the Launch Playbook, a planning and execution tool, as well as Innovation2Value, a commercial planning tool.

In addition, he helped launch and co-lead the firm's business development practice and spearheaded the development of the firm's operations in the United Kingdom and continental Europe.

Mr. Naeymi-Rad has been published in numerous industry journals and is a frequent speaker at industry conferences, having served in a chairperson role on many occasions, covering topics related to developing and implementing commercial strategies and improving commercial processes.

Inspired by his team and drawing guidance from his clients, Mr. Naeymi-Rad is excited by the industry in which he works. Career highlights for him have been leading a corporation and joining the entrepreneurial start-up Campbell Alliance.

His goal going forward is to significantly expand the company's business beyond the United States. ♦

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ANGUS RUSSELL

BRAVE ADVANCES

AS SHIRE PHARMACEUTICALS' LEADER, ANGUS RUSSELL IS CREATING AN ENVIRONMENT BASED ON TRUST, OPENNESS, AND INNOVATIVE THINKING.

Mr. Russell views industry trends as challenges not burdens, as opportunities not obstacles. This is obvious not only by what he says but by how he conducts himself.

He adopts a quiet style in his leadership, yet inspires confidence and conviction to challenge the norm. He is level-headed and seeks to gain an understanding of issues before making suggestions.

Since assuming the position as CEO of Shire in June 2008, Mr. Russell has established a strong vision for the company: make it one of the premier specialty biopharma organizations in the world.

He initiated a new corporate branding — Brave — into the vernacular and has welcomed input from all employees. His vision is to align all employees and stakeholders, taking calculated risks while doing the right thing. Not only is his approach innovative, but it has also demonstrated results: a 24% increase in total revenue in the past 12 months and a 36% increase in earnings.

Mr. Russell has been central in helping to establish Shire on its current path. In his previous role in the company, as chief financial officer and executive VP of global finance, he oversaw the reorganization of the company after its first wave of acquisitions and growth. The range and complexity of issues that needed to be addressed made this a highly complicated task, but one that Mr. Russell achieved with great suc-

DR. JEFFREY STEIN

DEBUGGING THE SYSTEM

AN INNOVATOR ON A MISSION, JEFF STEIN, PH.D., CEO AND PRESIDENT OF TRIUS THERAPEUTICS IS TAKING ON SUPERBUGS WITH DETERMINATION AND INGENUITY.

Self-described as always in a hurry but methodical in building value Dr. Stein has rapidly helped to build Trius into a thriving company focused on antibacterial drugs. He has achieved this through hard work and integrity.

Before starting Trius, Dr. Stein was at Sofinnova Ventures as a Kauffman Venture Fellow where his charge was to build a world-class antibacterial drug discovery and development company. Two years later, he was leading the new company.

To date, Trius has attracted more than \$50 million in venture capital and more than \$30 million in government contracts and grants. In one year, the company completed Phase I and Phase II clinical development of its best-in-class antibiotic for the treatment of community associated MRSA, a superbug that continues to ravage not only hospitals but now communities as well. As a result, Trius was recently recognized by BusinessWeek as one of the most successful U.S. startups of 2008.

It is the development of this product, oral torezolid (TR-701) that is mission critical for Dr. Stein and he says the biggest highlight of his career will be when the product is on the market saving lives. Next on his list of achievements is to take torezolid into Phase III clinical trials. For Dr. Stein there is nothing more rewarding or interesting than being in a position to discover drugs to treat life-threatening diseases.



Angus Russell, CEO, Shire, is an inspiration to employees, sharing his vision for the importance of providing the finest of healthcare and to be as brave as the patients the company serves.

DID YOU KNOW?

Angus Russell was born in Forres, Scotland.

Open • Approachable

NAME: Angus Charles Russell

CURRENT POSITION: CEO, Shire Pharmaceuticals

EDUCATION: ACA, FCT, Coventry University

DATE AND PLACE OF BIRTH: Jan. 1956, Forres, Scotland

FIRST JOB: Clerk, Coopers and Lybrand

FIRST INDUSTRY-RELATED JOB: R&D Management Accountant, ICI Pharmaceuticals

DREAM JOB: College Professor

PROFESSIONAL MENTOR: Sir Denys Henderson

WORDS TO LIVE BY: Listen more

cess. Being made CEO of the company, he says, is a true high point.

Mr. Russell understands full well the ups and downs of the pharma business, and he says the industry must face up to a home truth, that the traditional pharmaceutical operating model is no longer successful.

Approachable from every level, Mr. Russell has adopted a number of avenues to make himself accessible to Shire's employees. He has engaged with the 3,600 plus employees

around the world through a quarterly online blog and by joining team meetings and he spends a considerable amount of time with all Shire people at all levels to hear their ideas and feedback. He has even changed his office layout, moving out of the executive suite and into open plan workspace.

Mr. Russell possess emotional intelligence, which is rare in a leader, and he is willing to show vulnerability in a refreshingly open manner.

Mr. Russell enjoys giving back to society and helping others learn from his experiences. To that end, he is involved with Business in the Community, a U.K.-based organization that tracks and consults on community, charitable, and corporate responsibility-related initiatives. ♦

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Dr. Stein's credentials in the field of bacterial research are considerable. After receiving his Ph.D. and conducting post-doctoral research at Caltech researching bacterial genomics, he established an independent drug discovery program at the Agouron Institute, led drug discovery at Diversa, and founded Quorex Pharmaceuticals, which was acquired by Pfizer in 2004.

According to Dr. Stein, winding down Quorex after its sale to Pfizer was one of the most challenging assignments of his career.

Having spent time in the venture capital environment as well as in product development, Dr. Stein speaks with authority when he says the two biggest challenges facing the industry are an ambiguous regulatory environment and the lack of financial options for biotech companies.

DID YOU KNOW?

Dr. Jeffrey Stein was born in Tokyo.



As President and CEO of Trius Therapeutics, Dr. Jeff Stein has built a thriving company focused on antibacterial drugs through hard work and integrity.

Impatient • Honest

NAME: Jeffrey Stein, Ph.D.

CURRENT POSITION: CEO and President, Trius Therapeutics

EDUCATION: Ph.D., University of California, San Diego; M.S., California State University, Long Beach; B.S., California State University, Long Beach

DATE AND PLACE OF BIRTH: March 1955, Tokyo

FIRST JOB: Newspaper delivery

FIRST INDUSTRY-RELATED JOB: Agouron Institute

DREAM JOB: Wine maker

PROFESSIONAL MENTORS: David Kabakoff, Michael Powell

CONNECTED VIA: LinkedIn

Dr. Stein encourages his team to participate in healthcare-related philanthropic initiatives and training young scientists. Trius cosponsored a surf team in the 15th Annual Moores UCSD Cancer Center Luau and Longboard Invitational and sponsored employee involvement in American Diabetes Society's Tour de Cure and the National Multiple Sclerosis Society's MS Walk.

Dr. Stein is also a regular lecturer at UCSD's

Rady School of Management. He has served a two-year term on the National Academy of Science Committee on the Limits of Organic Life in Planetary Systems. He was a member of the President's panel on National Ocean Exploration Strategy. Dr. Stein also has served as director of venture development at the Scripps Institution of Oceanography. ♦

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Donato Tramuto, CEO and Vice Chairman of Physicians Interactive, can analyze rapidly developing changes in healthcare and provide new insights into the way forward.

DID YOU KNOW?

Donato Tramuto, an elected official in the state of Maine, made history by winning his 2006 election on a write in campaign (he was recently re-elected to a second term).

PATIENT SAFETY AND CARE HAVE BEEN THE PRIMARY MOTIVATION FOR DONATO TRAMUTO THROUGHOUT HIS CAREER.

His innovative work in patient and physician education as well as in the novel use of pharmaceutical data to provide unique insights are the hallmarks of his career. From his days of implementing disease management and drug development programs to his current role as CEO and vice chairman of Physicians Interactive in building a relationship of trust between pharma and physicians, Mr. Tramuto has worked tirelessly on behalf of those he represents.

His many achievements are leading the way for disease management in HIV/AIDs, drug development services and analytics, and safety signal detection programs.

He has more than 30 years of experience in many components of healthcare, which give him a broad scope and understanding for developing affordable, accessible, and quality solutions for the complex issues and problems within the health system.

An idea machine, Mr. Tramuto is forever coming up with new approaches to solve large-scale problems in the industry.

A trusted and respected thought leader within the pharmaceutical industry, Mr. Tramuto can be relied upon to provide support on both the product and service segments of the business. He couples extensive industry knowledge with a highly consultative approach to deliver new and unique solutions to his pharmaceutical customers worldwide.

He led the recent purchase of Physicians Interactive from its former parent company and came up with the company's new tagline: "The shortest distance between you and your physicians."

TRUE INNOVATION

Already he is transforming the delivery of educational information and services to providers through new digital communications technology. This allows physicians and life-sciences companies to better connect, resulting in improved healthcare and patient outcomes.

Taking Physicians Interactive to the next level has been an exciting opportunity for Mr. Tramuto, one that requires many of the skills he has accumulated over the course of his professional and personal life, as well as some new skills that he is learning.

The Internet/digital movement has been a defining one for the industry, Mr. Tramuto believes, saying it has forced companies to view physicians as consumers and not simply as scientists. As information continues to be readily available at a speed far greater than once imagined, the industry will need to respond in a way that meets physicians where they want to be.

Always positive, gracious, generous, and kind, Mr. Tramuto motivates his employees and friends with his life stories and through his humor and metaphors.

Helping others achieve their potential is the greatest accomplishment for Mr. Tramuto. Over the years he has watched many of the people who once reported to him in one capacity or another assume key leadership positions. He says no single accomplishment can ever replace the satisfaction that one receives from mentoring and developing solid talent.

On a personal level, Mr. Tramuto has overcome a severe hearing loss at an early age and rather than shrink from communication, he has excelled at it. He says from the time he lost his hearing at the age of 9, enduring more than nine years of multiple surgeries, he was determined to never give up. As a result of his limited hearing capacity, he developed a severe speech impediment that made adolescent life very difficult. But he realized very early that in order to succeed, he needed to maintain his optimism and enthusiasm, which helped him to overcome his handicap and create a level of discipline. Ultimately, these experiences have made him determined and passionate in everything that he does.

Hugely committed to education, he has found many ways to give back to his community. He established The Donato J. Tramuto Foundation to help disadvantaged young people realize their full potential and lead more fulfilled lives.

In addition, he is a state official, having been elected to the Ogunquit Board of Selectmen in Ogunquit, Maine, in 2006. One year later, he was elected chairman of the board and, in that capacity, he actively represents the town to the governor on issues related to education and health.

And he serves on the Duke University Fuqua Health Care Advisory Board, as well as on the Regis College Board of Trustees, helping to bring a fresh and incisive perspective that often frees a group to take needed action.

Mr. Tramuto was also a PharmaVOICE honoree in 2005. ♦



To access a FREE Podcast featuring Donato Tramuto from Physicians Interactive, go to pharmavoice.com/podcasts.

Determined • Passionate

NAME: Donato J. Tramuto

CURRENT POSITION: Vice Chairman and CEO, Physicians Interactive Holdings Inc.

EDUCATION: B.A., Philosophy, Wadhams Hall Seminary College

DATE AND PLACE OF BIRTH: July 1956, Dunkirk, N.Y.

FIRST INDUSTRY RELATED JOB: Marion Laboratories

DREAM JOB: Comedian

PROFESSIONAL MENTORS: Dr. Mary Jane England, Regis College; Jeannine Rivet, United Health Group

CONNECTED VIA: Facebook

WORDS TO LIVE BY: Never deviate from your principles and always follow your instincts

DONATO TRAMUTO

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DR. DANIEL VASELLA

Chairman and CEO of Novartis AG, Daniel Vasella, M.D., is an inspiring leader and has built a high-performing, highly engaged team of associates.

Afinitor to market in record time. He rallied the entire organization to go above and beyond to bring these medicines to the patient populations who needed them most. Less than three years after the first clinical trial for Gleevec began, the company submitted new drug applications to global health authorities. Eight days later, the FDA granted Gleevec a priority review and 10 weeks later the FDA approved Gleevec, marking the fastest review period by the FDA of any cancer drug.

DOCTOR TRANSFORMS THE HOUSE

ONE THING TRULY STANDS OUT ABOUT DANIEL VASELLA, M.D.: HIS FOCUS IS SQUARELY ON PATIENTS AND UNMET NEEDS.

His strategic vision has transformed the Novartis portfolio to focus 100% on health-care to meet the full spectrum of patient needs, setting a new model the industry has since followed. His willingness to take bold steps is evident in how he changed the corporate research strategy to focus solely on science and unmet medical needs instead of on marketing and sales data.

Under his leadership, the company has brought breakthrough cancer therapies Gleevec and, most recently,

The highlight of his career was the realization of the enormous clinical importance of Gleevec for patients with chronic myeloid leukemia right after seeing the first clinical results.

Dr. Vasella says he was particularly inspired by how employees at one of the company's production facilities worked extra shifts at the plant over the Christmas holidays to ensure production timelines were met so as to deliver the medicine to patients in need. With Dr. Vasella at the helm, Novartis has made extraordinary strides in terms of accelerating the pace of development and speed to market.

Dr. Vasella is an inspiring leader and has built a high-performing, highly engaged team of associates. He has remained deeply involved in the talent development process and he has a special way of making individuals feel responsible and accountable, which has resulted in employees who are highly committed to their projects.

Inspiring • Accessible

NAME: Daniel L. Vasella, M.D.

CURRENT POSITION: Chairman and CEO, Novartis AG

EDUCATION: M.D., University of Bern; Undergraduate, University of Fribourg

DATE AND PLACE OF BIRTH: Aug. 15, 1953, Fribourg, Switzerland

FIRST JOB: Physician

PROFESSIONAL MENTORS: Dr. Rolf Adler, Marc Moret, Fred Hassan, Max Link, Helmut Sihler

DID YOU KNOW?

Dr. Dan Vasella supports schools and health centers in Africa.

Even in economically challenging times, Dr. Vasella sticks to his values. He has pioneered far-reaching initiatives that aim to expand access to medicines to the most disadvantaged patients in the world, dedicating \$1.26 billion last year to these programs. In particular, he has championed the cause of malaria, dedicating Novartis to provide more than 250 million treatments of Novartis' anti-malarial medicine Coartem without profit to date, helping to save an estimated 630,000 lives, many of whom are children under 5.

Under his guidance, the company also has been involved in donating medicines for leprosy and leukemia. Personally, Dr. Vasella and his wife are committed to supporting schools and health centers in Africa. ♦

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DR. LAURENT SCHOCKMEL



Dr. Laurent Schockmel, Chief Operating Officer of Cegedim Americas, is one of those rare people who can successfully both implement a plan and communicate his vision.

SETTING A VISION FOR UNITY

WHEN CEGEDIM AND DENDRITE MERGED, LAURENT SCHOCKMEL, DVM, WAS A STANDOUT LEADER IN UNITING TWO DIVERSE ORGANIZATIONS.

As is inevitable in all mergers, concerns circulated about the new combined organization and the direction it would take. Dr. Schockmel reached out to people in both companies on a personal level and at the same time displayed authority and leadership, helping to assure everyone would be in good hands and would truly be focused on growth and improvement for the united entity.

While the outcome was highly effective, the work in relocating to the United States as the chief financial officer for the Americas of the newly merged company was a real challenge. He came to the United States without knowing a single person with the mission to integrate the two companies.

The goal in the first year was to transform the former headquarters into the largest affiliate of the newly created company while uniting two different cultures, keeping the best of each.

Today as chief operating officer of Cegedim Americas' CRM, marketing solutions, and compliance solutions divisions in the United States, Canada, and Latin America, Dr. Schockmel marries the principles of process to critical business goals thereby achieving speedy success and positive results.

DID YOU KNOW?

Dr. Laurent Schockmel started his career as a vet in a rural France.

Direct • Fair

NAME: Laurent Schockmel, DVM

CURRENT POSITION: Chief Operating Officer, Cegedim Americas

EDUCATION: DVM, Veterinary School of Maisons-Alfort; MBA, ESSEC Business School

DATE AND PLACE OF BIRTH: April 1961, Villerupt, France

FIRST JOB: Mounting cabinet doors, furniture manufacturing plant

FIRST INDUSTRY-RELATED JOB: Clinical Research Monitor, Animal Sciences Division, Monsanto

DREAM JOB: Movie Director

CONNECTED VIA: LinkedIn, Plaxo

WORDS TO LIVE BY: Managing people means spending more than 50% of your time outside your office

He achieves these goals by first defining the vision and then making sure it is implemented across the enterprise.

His industry knowledge and strong focus on technology and business enable him to set high standards for his teams and deliver repeatable outcomes for both the customer and the organization.

Dr. Schockmel always remains close to the market and to clients, helping to foster a customer orientation to the company's solutions, and he has a knack for thinking outside the box.

With insights from both the U.S. and European markets, Dr. Schockmel says the onus is on the industry to reinvent itself since it now faces a growth crisis. U.S. growth has been driven for years by two major factors: the increase of volume, through increased consumption, and price increases, freely defined by the industry.

He says the result has been increased pressure on payers, private or public, to find solutions to contain costs, which have been over-amplified by an economic downturn and an unacceptable number of uninsured patients. This has led to the emergence and rapid acceptance of generic drugs, but also more recently to the consideration by the new Administration to implement a more regulated system, such as the one that has been in place in Europe for decades.

All this is taking place at a time of huge change for the industry and the way it interacts with its physician customers.

Dr. Schockmel says blockbuster drugs such as Lipitor not only drove R&D for more than two decades, but pushed the sales and marketing reach-and-frequency model to its limits. To promote such a product, multiple mirrored field forces of medical representatives have been put in the field to hammer the message and promote the exceptional qualities of their drugs. Since most companies responded by replicating the same promotional techniques, access to and time spent with the physicians reduced over time. Today, therefore, he says the industry needs a new catalyst: a radical change in its way of doing business.

Dr. Schockmel wants to ensure that Cegedim Americas is well-positioned to respond to these coming changes and can offer innovative technologies and solutions to support the evolving business models of its clients, regardless of the changes mandated in the years to come.

Beyond work, he is committed to the Children's Health Fund, which has been providing healthcare to uninsured or underserved children through mobile units for more than 20 years.

As a father of two, he finds this cause extremely important, saying children are the pride and the strength of everyone's lives; they drive hope for a better future. The onus is on those who can to support them to give them all the chances to succeed. ♦

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MORE LAURIE COOKE CREATING A PROFESSIONAL EDGE

HER DIPLOMACY, DISCIPLINE, CREATIVITY, OPERATIONAL EXCELLENCE, AND DOWN-TO-EARTH STYLE OF COMMUNICATING MAKE LAURIE COOKE, CEO OF THE HEALTHCARE

BUSINESSWOMEN'S ASSOCIATION (HBA) A WONDERFUL LEADER AND INSPIRATION TO OTHERS.

The HBA and the wider healthcare community are stronger because of how Ms. Cooke leads.

A great mentor to many, Ms. Cooke believes that when the student is ready, the teacher will come. She says she is constantly finding mentors who teach her what she needs to know, and she gratefully benefits from their wisdom.

She continues to seek opportunities to improve her knowledge base, saying aside from staying abreast of what's going on in the industry and maintaining her pharmacy license, her major goal going forward is to gain her profession's top achievement, which is the certification for association executives.

A much-sought-after speaker, Ms. Cooke specializes in leadership development topics and team and organizational effectiveness, and she is an expert on delivering the results of the E.D.G.E. in Leadership Study, which outlines best practices in recruiting, advancement, and retention of women in the top ranks of the

pharmaceutical and biotechnology industries, to individuals and company leaders.

Her keen business acumen and ability to motivate others, along with a wealth of experience, industry knowledge, and innate ability to win others over, serve as the foundation on which she has built her success. She has a grace and style that endear her to all those with whom she interacts.

Before joining the HBA as its first CEO, Ms. Cooke was on the executive management team at the Project Management Institute (PMI), a nonprofit association with almost 225,000 members, where she had the responsibility for strategy and execution of the products and services to promote and progress careers within the project management profession.

Before PMI, Ms. Cooke spent 10 years in the pharmaceutical industry in progressively responsible positions in process improvement and team effectiveness, global project management, and Phase I biostatistics. Before joining the ranks of the pharmaceutical industry, Ms. Cooke was a pharmacist working in both hospital and community settings.

Ms. Cooke has the added advantage of bringing a global perspective to her leadership style; she has lived and worked in Europe and New Zealand.

One of the most challenging points in her career was when she moved with her family to New Zealand when her husband landed an assignment with the New Zealand government. Not only were qualifications nontransferable, surprisingly, the culture, even in the late 1980s encouraged women to stay at

GETTING PERSONAL WITH LAURIE COOKE

FAMILY: Husband, Peter; son Phillip, 23; daughter Jessica, 21

HOBBIES: Movies, walking, cruising, traveling, and going to the opera

BUCKET LIST: Center court seats for a Wimbledon final; safari in Africa; visit the Taj Mahal; and cruise across the Atlantic

INSPIRATION: The HBA Board of Directors

MOST UNUSUAL PLACE VISITED: Chiang Mai, Thailand

A LITTLE-KNOWN FACT: She was serenaded by Morgan Freeman in an elevator in California

home. For two years, she learned a tremendous amount about how to continue to be a major contributor even though she wasn't able to be a player in the healthcare arena. Her solution was community service, where she found that she could still be incredibly productive and rewarded.

Despite the limitations, Ms. Cooke says it was a unique experience to be able to learn the Maori culture all the while spending time with her young children.

Ms. Cooke takes particular pride in her two children, and notes that her son Phillip, now 23, who graduated from Drew with a degree in political science is about start a job in New York City Mayor Bloomberg's office; and daughter Jessica, 21, with one year left at Hull University in England studying in business and marketing, is finishing a year's internship working for Disney in that organization's European headquarters in London. ♦

MORE KYLE KENNEDY A CREATIVE LIAISON PATH

KYLE KENNEDY, MANAGING DIRECTOR OF THE MEDICAL AFFAIRS COMPANY LLC, WHICH WAS FOUNDED IN 2007, HAS BEEN INSPIRING OTHERS IN THE FIELD SINCE 1993 AS A DISTRICT MANAGER, MSL

DIRECTOR AND REGIONAL BUSINESS DIRECTOR.

Since then, Mr. Kennedy has been instrumental in giving many talented pharmaceutical industry managers and VPs their medical affairs start on the contract side of the MSL business. He also is credited by his colleagues with teaching many individuals the fine art of management.

He has helped newcomers to the industry to understand the value MSLs bring to healthcare. Mr. Kennedy regards his position as an opportunity to educate others about the ethical and appropriate use of marketed therapies.

Part of his managing director responsibilities are identifying the needs of existing and potential clients, developing solutions, maintaining TMAC client relationships, and overseeing all MSL management on behalf of large and small pharmaceutical, biotechnology, and medical-device companies.

Ensuring collaboration is paramount among all members of the team, and Mr. Kennedy helps TMAC exceed the expectations of its customers.

His future-looking style and combination of creativity and solid operational strengths

make him a standout leader in the business. Mr. Kennedy has a collegial leadership manner, one that is appreciated by employees and peers.

He seeks to stay true to a valuable piece of advice: it's easy to light a fire underneath someone, but much more rewarding to both parties to light a fire within them.

And he draws motivation from his colleagues, saying his field management team, comprising seven MSL field directors, inspires him every day. Working with more than 75 MSLs in the field, these directors face internal and external customer challenges on a daily basis.

As a 20-year veteran of the pharmaceutical industry, Mr. Kennedy has experience with various healthcare organizations, and today considers the slowdown in drug approvals in

MORE ROSS BJELLA SINGULARLY FOCUSED

PART OF WHAT MAKES ROSS BJELLA A STRONG LEADER ARE HIS TWO MOST PROMINENT CHARACTER TRAITS: HE IS ANALYTICAL AND ENJOYS LOOKING AT ALL ASPECTS OF BOTH PROBLEMS AND

SOLUTIONS; AND HE IS TIRELESS, FOCUSING INTENTLY ON ACHIEVING AN OBJECTIVE AND, AT TIMES, EVEN IGNORING THINGS THAT DON'T DIRECTLY SUPPORT THE ACHIEVEMENT OF THAT GOAL — OFTENTIMES TO THE DISMAY OF HIS WIFE.

Joining DDN Pharmaceutical Logistics in April 2004, Mr. Bjella took a significant risk in betting that DDN's service and support could increase the odds of success for emerging companies, even though historically most either fail quickly or merely muddle along, and that DDN would grow along with a successful client base. Mr. Bjella also realized that to position DDN for future growth, the company would need to diversify its client base.

When Mr. Bjella joined DDN, the company generated the majority of its revenue from just a few clients. Losing a single one of these large clients would be detrimental, so Mr. Bjella developed a plan to attract new clients in all market segments: brands, generics, biologics, and medical devices. Today, no single client makes up more than 15% of total revenue, and

the diversified client base has enabled DDN to prosper regardless of regulatory or market challenges experienced by any one market segment.

Taking a bigger-picture perspective, Mr. Bjella believes the industry should be defined by more than balance sheets; and that it's the development of breakthrough products for patients that is most important. He cites the example of Allergan's product Botox, which before it became famous as a wrinkle treatment, was initially indicated for spasmodic torticollis and strabismus. He recalls hearing stories while at the company from patients who, after Botox treatment, went from being legally blind to watching their daughter get married or their son walk across the stage at graduation.

As a product manager, he says, he was able to speak to grateful patients whose lives were appreciably improved by the company's products, an experience he cherishes to this day.

Giving back is part of Mr. Bjella's DNA. To make it easier for employees to engage in philanthropic endeavors, he supported the start of a Charity Committee that coordinates charitable activities, and now more than 90% of DDN employees participate.

Outside of company activities, Mr. Bjella also serves as the stewardship chair at his church.

With 20 years of pharmaceutical management experience, Mr. Bjella has a proven history of successfully turning around struggling products, sales organizations, and business units through focused marketing, resource alignment, and close financial management.

He joined the pharmaceutical industry as a

GETTING PERSONAL WITH ROSS BJELLA

FAMILY: Wife, Diane; sons Anders, 15, and Braden, 14

HOBBIES: Snowboarding (a certified instructor, teaching children ages 8 to 14 with the Snowstar snow sports school), playing guitar, flying, and any outdoor sports

BUCKET LIST: Scuba dive in the Red Sea; tour French and Italian wine country; ski South America in August; get a soaring license; teach business or science in a Third-World country; raise bees

INSPIRATION: Jesus; any patient fighting a terminal disease

TOP IPOD DOWNLOADS: Brett Dennen, Bon Iver

MOST UNUSUAL PLACE VISITED: Iceland — the top of a warm, active volcano

LIFE LESSONS: Do your best

A LITTLE-KNOWN FACT: He and his family appear in a segment of "The World's Most Dangerous Animals," which is shown on cable TV from time to time

UNDER THE CLOAK OF INVISIBILITY: Attend a presidential cabinet meeting

sales manager for E. R. Squibb and Sons, spent nine years with Allergan in sales and marketing roles, and served as a director in marketing, sales and business development over the six years he was at Schwarz Pharma.

For his efforts in moving DDN to the next level of success, Mr. Bjella has been honored as a Midwest Finalist, Ernst & Young Entrepreneur of the Year, in both 2008 and 2009; as a Small Business Success Story by the Corporate Report Wisconsin in 2008; and with the Mid-Market Growth Award from the Milwaukee Business Journal, also in 2008. ♦

the industry, despite a huge increase in R&D spending in the biotechnology and pharmaceutical sectors, as one of the biggest concerns facing all stakeholders.

He believes that contributing factors to this industry issue are the lengthy delays in the approval processes at the FDA and failure by the regulatory agency to add the necessary resources to overcome this challenge.

Before The Medical Affairs Company, Mr. Kennedy served as executive VP at Science Oriented Solutions (SOS), a Publicis Group company, from 2001 to 2007.

Mr. Kennedy has held several key positions in pharmaceutical field sales and medical affairs, including district manager, regional business director, and manager of MSL programs.

Before joining SOS, he was with Solvay Pharmaceuticals; his most recent position before leaving the company was regional business director. ♦

GETTING PERSONAL WITH KYLE KENNEDY

FAMILY: Wife, Nikki; daughter, Ashley Nicole, 17; son, Sean Patrick, 15

HOBBIES: Wine collecting (900+ bottles), golfing, snow skiing, and travel

GIVING BACK: Susan G. Komen for the Cure, the Cystic Fibrosis Foundation,

BUCKET LIST: Become fluent in a second language; own a lake house in Wisconsin; grow old with his wife and grandchildren; travel to see each of the Seven Wonders of the World; own/run a winery in California

INSPIRATION: Mr. Kennedy's seven-person field management team and Bono

TOP IPOD DOWNLOADS: U2, Elvis Costello, Steve Winwood, David Ackles, Eric Burden and The Animals

SCREENSAVER: A picture of the farm his father was raised on and the street sign on the corner that says: Kennedy Drive, S. Kennedy Drive, N. Kennedy Drive

MOST UNUSUAL PLACE VISITED: The Silver Oak Winery in Geyserville, Calif., where he and his wife were married

LIFE LESSONS: If you do things right and do the right things: good things will happen

A LITTLE-KNOWN FACT: He hates tomatoes, but loves salsa, pico de gallo, ketchup, spaghetti sauce, tomato soup, and Bloody Marys

UNDER THE CLOAK OF INVISIBILITY: Visit the Oval Office, Air Force One, Camp David, and CIA headquarters

MORE FRED HASSAN A LEADER FOR THE AGES

CURIOUS AND IN-TUNE, CHARACTERISTICS HE LEARNED FROM HIS PARENTS, FRED HASSAN HAS EMBEDDED AND EARNED TRUST AT ALL LEVELS IN EVERY ORGANIZATION HE HAS LED

THROUGHOUT HIS ILLUSTRIOUS CAREER. HE LEADS BY THE MOTTO THAT IF PEOPLE AROUND YOU ARE DOING WELL, THEN YOU ARE SUCCEEDING.

This is not empty CEO-speak, many of his colleagues are so inspired by Mr. Hassan and his talents that they have followed him throughout his career.

Joining Schering-Plough in April 2003 as chairman and CEO, Mr. Hassan has helped the company return to its former ranking as a top pharmaceutical force and is coordinating a smooth transition during the company's merger with Merck. This blockbuster merger is not the first for Mr. Hassan. He previously redefined the pharmaceutical landscape by orchestrating the merger of Pharmacia, where he was chairman and CEO, into Pfizer.

He joined the former Pharmacia & Upjohn in May 1997 as CEO and was elected to the

board of directors. In February 2001, Mr. Hassan was named chairman of the board of Pharmacia, the company created through the merger of the former Monsanto and Pharmacia & Upjohn companies.

Previously, Mr. Hassan was executive VP of Wyeth, formerly known as American Home Products, with responsibility for its pharmaceutical and medical products business. He was elected to Wyeth's board of directors in 1995.

Earlier in his career, Mr. Hassan spent 17 years with Sandoz Pharmaceuticals (now Novartis) and headed its U.S. pharmaceuticals business.

A defining moment for Mr. Hassan occurred while he was at Sandoz: the approval of Sandimmune to help prevent organ rejection after transplant. Mr. Hassan says the development of Sandimmune opened up a whole new industry in the area of transplantation.

With the pharmaceutical industry under pressure from all fronts, Mr. Hassan says one of its biggest difficulties will be ensuring that there is an adequate reward for investors for the growing risk in supporting these types of innovative products in the future.

Mr. Hassan has been instrumental in shaping more than just the culture of the companies he has led; he has had a tremendous influence on the industry at large. Mr. Hassan is the

GETTING PERSONAL WITH FRED HASSAN

FAMILY: Wife, two daughters, one son

HOBBIES: Reading, travel

GIVING BACK: Community Hope, Parsippany, N.J.

BUCKET LIST: Creating a sustainable enterprise that helps Alzheimer's patients and their caregivers

INSPIRATION: Abraham Lincoln

MOST UNUSUAL PLACE VISITED: Leipzig, Germany (part of what was formerly East Germany), shortly after the Soviets left

LIFE LESSONS: If people around you are doing well, then you are succeeding

A LITTLE-KNOWN FACT: Mr. Hassan is extraordinarily adventurous with his cooking that often only he ends up eating

UNDER THE CLOAK OF INVISIBILITY: Visit a "war room" where strategies are discussed

past chairman of the board of directors of the Pharmaceutical Research and Manufacturers of America (PhRMA) and is the immediate past chairman of the HealthCare Institute of New Jersey. He is currently president of the International Federation of Pharmaceutical Manufacturers Associations. In addition, he serves on the board of directors of Avon Products. ♦

MORE JOHN FARINACCI A CRO VETERAN FOR THE FUTURE

AS ONE OF THE CRO INDUSTRY'S MOST PROMINENT LEADERS, OVER THE YEARS JOHN FARINACCI, PRINCIPAL AND CEO OF RESEARCHPOINT, HAS PERSONALLY TAKEN MANY

CURRENT LEADERS UNDER HIS WING, SHARED WITH THEM THE INS AND OUTS OF THE INDUSTRY, AND HELPED THEM UNDERSTAND THE DELICATE COMPLEXITIES INVOLVED WITH CLINICAL RESEARCH.

Joining the CRO industry at its inception almost 30 years ago, Mr. Farinacci has a historic perspective to bring about effective future change. For Mr. Farinacci, ResearchPoint Global is a more formalized partnership rather than merely "a network," which often can be just a handshake between two people. The network approach within ResearchPoint, which he founded in 1999, allows local exper-

tise to be enacted on a global basis without necessitating a vast overhead, which means smaller sponsors get the attention and talent they need to complement their clinical teams.

For him, the biggest challenge to ensuring ongoing quality service is consolidation within the CRO industry.

He is fierce in his pursuit of company goals, but all the while maintains a high level of compassion for his people.

He makes it a priority to know each employee and is available to assist with any given task if additional help is needed by a staff member. His employees appreciate his ability to screen and hire people that fit the ResearchPoint work culture, as well as his trust in them to carry out the vision.

Mr. Farinacci is driven; he always seems to know where he's going and he has the energy to get there. While active in a number of pursuits, he is passionate about tennis and cycling. In fact, he says if he had to choose a career other than the one in which he is currently engaged, it would be as a professional athlete.

Mr. Farinacci began his career at Sterling Drug in a drug development role before joining

GETTING PERSONAL WITH JOHN FARINACCI

FAMILY: Wife, Susan; daughter, Beth; grandchildren, Emily, 11, and Michael, 7

HOBBIES: Tennis, cycling, hunting, outdoor activities, and reading

INSPIRATION: John Wooden

TOP IPOD DOWNLOADS: Phantom of the Opera, Joe Cocker, Kid Rock

SCREENSAVER: Sunrise at the beach

LIFE LESSONS: Quality, not quantity

A LITTLE-KNOWN FACT: He was an All-American collegiate soccer player

Pharmaco as director of clinical research services. He spent nine years at Pharmaco, ultimately as chief operating officer, clinical development services, where he managed operations worldwide. After Pharmaco, he started his own consulting and executive recruiting firm servicing the pharmaceutical, biotech, and CRO industry; after a year he joined Quintiles America as executive VP. ♦

MORE GREG JOHNSON RESEARCHING THE POSSIBILITIES

GREG JOHNSON IS OWNER AND PRESIDENT OF STRATEGIC BUSINESS RESEARCH, A FULL-SERVICE CONSULTANCY FOR THE PHARMACEUTICAL INDUSTRY PROVIDING PRIMARY MARKETING

RESEARCH TO ADDRESS STRATEGIC AND TACTICAL BUSINESS ISSUES.

And to ensure he stays on top of the trends and insights within the industry, he is an active member of the Pharmaceutical Marketing Research Group and the Pharmaceutical Business Intelligence and Research Group.

Mr. Johnson has set his company on a course to solve the problems of his clients and is committed to continuing to explore and develop the most efficient means to effectively increase patient compliance and adherence, and to track outcomes over time.

A flexible, yet proactive business partner, Mr. Johnson adapts well to the ever-changing needs of his clients while still delivering

meaningful insights. He has been instrumental in developing new product offerings and market research techniques — attribute laddering and message bundling, to name a few. Mr. Johnson designs, executes, and reports on a variety of different types of studies to help organizations make more informed decisions via objective market research.

Over the years, Mr. Johnson has successfully mentored a number of market research professionals, with many people on both the client and vendor sides going on to excel within the industry. And he is always willing to share his previous industry experiences in sales and marketing. He counts as his greatest professional mentor his first district sales manager, Howie Klick, who taught him how to succeed in pharma sales and showed him, through his leadership style, how to motivate individuals.

Another motivator whom he admires is Tom Coughlin, head football coach of the New York Giants. Mr. Johnson would like nothing better than to be in the locker room during halftime when Coach Coughlin addresses his team during a tied game against their division rivals, the Philadelphia Eagles.

GETTING PERSONAL WITH GREG JOHNSON

FAMILY: Wife Julie; two sons, Keith and Scott

HOBBIES: Golfing and surf fishing

BUCKET LIST: A trip to Ireland with his family; becoming a grandfather; getting his first hole-in-one; a cross-country road trip; play a round of golf at Augusta National

INSPIRATION: His wife of 37 years

TOP IPOD DOWNLOADS: The Rolling Stones, U2, Dave Matthews, Eric Clapton, and Agent Moosehead

SCREENSAVER: A picture of the ocean at sunset at Long Beach Island, N.J.

MOST UNUSUAL PLACE VISITED: Meramec Caverns, Stanton, Mo. — Jesse James' hideout

LIFE LESSONS: Always treat people the way you would like to be treated

Mr. Johnson's pharmaceutical experience also includes time in marketing positions at Boehringer Ingelheim Pharmaceuticals and Purdue Frederick. Before that, he was a sales representative, hospital sales representative and district sales manager, at McNeil Pharmaceutical. ♦

MORE RICK KEEFER RESTORATION NATION

RICK KEEFER SEEKS TO PLAY A ROLE IN HELPING RESTORE THE PUBLIC'S AND HEALTHCARE PROVIDERS' VIEW OF THE INDUSTRY.

In his role as president and CEO of Publicis Strategic Solutions Group, he has a platform to make a real impact.

Passionate about the value pharmaceutical companies and their healthcare partners bring to patients and physicians, Mr. Keefer is also realistic, stating that the industry is currently going through a transformation in response to a perfect storm of market challenges. The primary objective of his position at Publicis is to serve as a resource and change agent to help the industry re-emerge stronger than ever.

What makes Mr. Keefer unique is his talent for making complicated issues simple and getting right to the solution.

He meets frequently with members of management from large, medium, and small pharma.

Treating everyone with the same level of passion, energy, enthusiasm, and commitment, Mr. Keefer is responsible for the leadership and vision of the group's portfolio of

companies, including Publicis Selling Solutions, Scientific Voice, Arista Marketing Associates, and Pharmagistics.

He is also a member of Publicis Healthcare Communications Group's executive board.

Before joining Publicis as chief operating officer in October 2006, Mr. Keefer was senior VP, commercial operations, with Biovail Pharmaceuticals, having risen from the position of group VP, U.S. sales operations. Previously, he was VP, sales, for Pharmacia. Before Pharmacia, he spent 11 years at Wyeth-Ayerst Laboratories, where he held a number of increasingly responsible senior positions in both the company's institutional and primary-care divisions.

One of his most amusing industry moments occurred at the start of his career with A.H. Robins Company as a territory sales specialist, pharmaceutical products. Mr. Keefer recalls making his first visit to a state mental health hospital fresh from training and decked out in new shoes and suit.

The physicians he needed to see were in the locked wards treating the patients, and he had to go through several security points to gain access. On his first visit to the severely ill unit, he was required to use a code to operate a secure elevator to the top floor. Upon entering the elevator, a female patient followed him in

GETTING PERSONAL WITH RICK KEEFER

FAMILY: Wife: Luz Cesario; two sons: Brian, 30, and Brad, 25

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

GIVING BACK: National Breast Cancer Foundation, Isles, The Healthcare Businesswomen's Association

BUCKET LIST: Building a grandfather clock; taking a long, cross-country trip on my Harley Davidson motorcycle to see the country by traveling back roads with the wind hitting my face; spending a year of in retirement with his wife on a Caribbean island with no transportation other than his Harley; building a log cabin in the mountains of West Virginia

INSPIRATION: His wife

SCREENSAVER: Lucky, his Brittany Spaniel and best outside companion

and stood toward the front. The elevator was almost to the top floor when she suddenly lifted her skirt and urinated all over his brand new shoes. The door opened, she exited without a look back, and while Mr. Keefer was left with wet and somewhat odorous shoes, he still made the call to the physician. Needless to say, he never rode that elevator with a patient again. ♦

MORE AHSAN AWAN WELL-ROUNDED, WELL-RESPECTED

DESCRIBED BY HIS COLLEAGUES AS A TRULY INSPIRING, INNOVATIVE, AND DYNAMIC LEADER, AHSAN AWAN, CEO OF GLOBAL CINRG INC. AND OWNER OF GLOBAL CINRG

(AUSTRALIA) PTY LTD., STRIVES TO MAKE A DIFFERENCE IN THE WORLD.

He has an insatiable appetite for learning; it's this commitment to expanding his base of knowledge on a wide variety of topics that forms the foundation of every new endeavor he undertakes. Mr. Awan is well-versed in the law, finance, statistics, science, and politics not only in the global pharmaceutical industry, but in many other industries as well. As a result, he has an extensive network of contacts; he knows many people at many levels, he always seems to have the ability to generate results, and he never fails to get the deal done. Sometimes his ability to make connections provides unusual results. At the DIA confer-

ence in Philadelphia a few years back, while everyone else took taxis around town, he and his colleagues befriended an athletic shoe rep and were driven all around the city in the company-wrapped Hummer H2.

A frequent industry speaker and presenter, Mr. Awan also makes time to support the arts and roll up his sleeves and take action in the field and on the ground. He supports Habitat for Humanity, Doctors Without Borders, Greenpeace, the World Wildlife Fund, the Surfrider Foundation, and anything connected to the University of Oregon.

Mr. Awan has been with Global CINRG since 2001, starting as director, business development, then senior director, business development, followed by a year and a half as VP, corporate affairs and global business development. In 2005, he became chief sales and strategy officer, taking the helm at the company in 2007.

Before joining Global CINRG, Mr. Awan was director, business development at The Minerva Consertal International Inc.

Mr. Awan has interests outside of the pharmaceutical arena as well; he is president, sales

GETTING PERSONAL WITH AHSAN AWAN

FAMILY: Parents and one sister

BUCKET LIST: Visit Machu Picchu; help clean up the Pacific Patch; visit Kathmandu; restore all of the sacred heiau of Hawai'i; and dance at the Merrie Monarch Festival

INSPIRATION: Mother, father, sister

TOP IPOD DOWNLOADS: 21 Guns by Green Day; Let It Roll by George Harrison; New Divide by Linkin Park; The Polyamorous Collection and Kiss Me Kiss Me by Tiffany Randol; Venus on Earth by Dengue Fever

MOST UNUSUAL PLACE VISITED: The emergency room

LIFE LESSONS: Try everything twice

A LITTLE-KNOWN FACT: He dreams about dancing in a professional Hawaiian lu'au every night

UNDER THE CLOAK OF INVISIBILITY: Visit Iran, North Korea, Timor-Leste, West Africa, and anyplace else on earth where human beings remain deeply oppressed

and marketing, for RC Gator Football, and owner and executive producer of Pharmacon Films, and early-stage media development enterprise focused on motion picture, music video, and strategic commercial content for uplicensing and negative pickup sales. ♦

MORE DR. THOMAS HUGHES WEIGHTY RESPONSIBILITIES

THOMAS HUGHES, PH.D., HAS A NATURAL TENDENCY TO GET ENERGIZED ABOUT THINGS HE ENJOYS, ESPECIALLY DRUG DISCOVERY.

And he likes to look beyond the next bend, think about what could be, then figure out how to evoke change. He enjoys progress and making things happen, which is why he left a 20-plus-year career at Novartis to come to Zafgen as president and CEO to lead the development of a potential new approach to treating obesity.

Zafgen, a biopharmaceutical company founded in 2005, is applying breakthrough science to battle obesity from a biological view by targeting the vascular system of adipose tissue.

In addition to championing great science, Dr. Thomas has firm goals for Zafgen. He hopes to broker a deal for the company that will benefit his employees. He then would like to master the art of being a CEO by doing it again.

Dr. Hughes believes one can be both a kind and a strong leader. He says it's important to know human behavior and like oneself.

Before joining Zafgen, he held numerous positions at Novartis, most recently global head, cardiovascular and metabolism (CVM) disease area. Before that he was head, Novartis

GETTING PERSONAL WITH DR. THOMAS HUGHES

FAMILY: Wife; two children, 21 and 18

HOBBIES: Adventure cycling, rock climbing, walking around

GIVING BACK: Tufts Friedman School of Nutrition Science and Policy — as a member of the Alumni Association Executive Committee and as a member of the Board of Overseers

BUCKET LIST: Climb a major mountain like Kilimanjaro, cycle around North America, New Zealand, and Northern Europe with his wife; become a better rock climber; start a foundation that provides disadvantaged teens with the opportunity to do long-distance bike touring, coupled with leadership training; land a few

biotech successes; write a good book, something that makes people laugh and think; and to be an exceptional grandfather someday

INSPIRATION: Lance Armstrong

TOP IPOD DOWNLOADS: Tom Waits, Collective Soul, Phish, and the Grateful Dead

SCREENSAVER: A picture taken of him while skydiving

MOST UNUSUAL PLACE VISITED: An old (and probably) haunted mansion for a hotel in Belhaven, N.C., a very strange, tiny town on the Cape Fear River, with a real Deep South feel

LIFE LESSONS: Life is short; pack it in

A LITTLE-KNOWN FACT: At 17, Dr. Hughes spent the summer riding his bike across the United States

Institutes for BioMedical Research Basel. He was also founder, VP, and global head, diabetes and metabolism disease area, Novartis Institutes for BioMedical Research.

In 2004, he received the Novartis Business Excellence Award for Innovation for his leadership in the design of the new research organization of the Novartis Institutes for BioMedical Research and its implementation in the Cambridge, Mass., facility.

Dr. Hughes joined Novartis in 1987 as a postdoctoral fellow in the Lipid and Lipoprotein Metabolism Department.

Dr. Hughes' commitment to the area of obesity goes beyond his professional pursuits; he volunteers on several levels to help out the Tufts Friedman School of Nutrition Science and Policy. As a member of the Alumni Association Executive Committee as well as the Board of Overseers, he believes in the school's unique mission, which is focused on training the next generation of leaders in the nutrition field. He believes nutrition is one of the most complex areas of study, as it links social, medical, economic, and agricultural fields, and is an important area worthy of resources and funding. ♦

MORE ANDREW WITTY ENHANCING COLLABORATION

ANDREW WITTY ASSUMED THE POSITION OF CEO OF GLAXOSMITHKLINE ON MAY 21, 2008. SINCE THEN HE HAS COMMITTED HIMSELF TO CHANGING THE WAY THE COMPANY DOES BUSINESS.

In addition, Mr. Witty is a member of the board and corporate executive team.

He is moving GSK toward a broader therapeutic portfolio, retooling advertising and promotional efforts, and taking a collaborative approach to help improve health in developing nations.

With an open approach to leadership, Mr. Witty is looking at multiple ways to enhance collaboration. One possibility is to connect start ups to GSK's research facilities.

He brings fresh insight to his role from his experience working with governments around the world in an advisory capacity. These countries include South Africa, Singapore, China, and the United Kingdom.

Initially joining GSK in 1985, Mr. Witty has a strong global perspective, having held positions with the company in South Africa,

East Africa, and Asia Pacific, during which time he was based in Singapore.

While in Singapore, he was a board member of the Singapore Economic Development Board, the Singapore Land Authority, and in 2003 was awarded the Public Service Medal by the Government of Singapore.

Mr. Witty also held the role of president, Pharmaceuticals Europe, for five years.

He also was a sales representative for the respiratory business, held a variety of marketing roles, and was director of pharmacy and distribution.

Mr. Witty has worked in the company's international new products groups, both in the respiratory and HIV/infectious disease fields and has been involved in multiple new product development programs.

In 1993, Mr. Witty was appointed managing director of Glaxo South Africa and later area director for GlaxoWellcome, South and East Africa.

Subsequently he moved to North Carolina as VP and general manager, marketing, for GlaxoWellcome Inc., the group's U.S. subsidiary.

Mr. Witty then moved to Singapore and led the group's operations in Asia as senior VP,

GETTING PERSONAL WITH ANDREW WITTY

FAMILY: Wife, Caroline; two children

HOBBIES: Running, cricket, reading; time with family

GIVING BACK: Over the Wall, the U.K. branch of Paul Newman's Hole in the Wall Gang

Asia Pacific, before his appointment to the corporate executive team as president of GSK Europe in 2003.

Mr. Witty continues to devote time to other initiatives. He is a non-executive director of the U.K.'s Office for Strategic Co-ordination of Health Research, sits on the Imperial College commercialization advisory board, is a member of the Health Innovation Council, and is a member of INSEAD UK Council.

Additionally, Mr. Witty is a member of the Business Council for Britain, a board member of PhRMA, a VP of EFPIA, and a member of the Singapore Economic Development Board's International Advisory Council. ♦

MORE TUAN HA-NGOC FULFILLING A NEED

TUAN HA-NGOC, PRESIDENT AND CEO OF AVEO PHARMACEUTICALS, BRINGS MORE THAN 30 YEARS OF EXPERIENCE IN SENIOR MANAGEMENT POSITIONS IN PHARMACEUTICALS AND

HEALTHCARE TO HIS ROLE. AS THE LEADER OF A BIOTECH COMPANY, MR. HA-NGOC IS WELL AWARE OF THE CHALLENGES INVOLVED IN BRINGING A PRODUCT FROM BENCH TO MARKET. FOR SMALLER BIOTECH COMPANIES THE TASK OF MAKING THE SCIENCE WORK SAFELY AND EFFECTIVELY IS COMPOUNDED BY HAVING TO SECURE ADEQUATE FUNDING TO CARRY THE PRODUCT THROUGH THE TIME-INTENSIVE PROCESS.

Yet he has managed that delicate balance with assurance and AVEO is set to take its lead product into Phase III trials this year.

With the company's mission focused on

GETTING PERSONAL WITH TUAN HA-NGOC

FAMILY: Wife, Thuy Ha-Ngoc; children, Tin, Tien, and Thai

HOBBIES: Playing tennis, travel

GIVING BACK: Habitat for Humanity, Jimmy Fund of the Dana Farber Cancer Institute, funding an orphanage in Vietnam

BUCKET LIST: Attending all four Grand Slam professional tennis tournaments — the Australian Open, French Open, Wimbledon and U.S. Open — in the same year

INSPIRATION: Benjamin Zander, Boston Philharmonic

Orchestra

TOP IPOD DOWNLOADS: Vietnamese or French titles from the 1960s

SCREENSAVER: Family photo at son's wedding

MOST UNUSUAL PLACE VISITED: Sahara Desert, Tunisia

LIFE LESSONS: Give back.

A LITTLE-KNOWN FACT: He was on Vietnamese Junior National Table Tennis team

UNDER THE CLOAK OF INVISIBILITY: Visit the Oval Office

delivering personalized cancer medicine, Mr. Ha-Ngoc says he doesn't want patients to have to compromise safety for efficacy, or vice versa, so the focus is on producing drugs that offer both.

Before joining AVEO in 2002, Mr. Ha-Ngoc co-founded deNovis Inc., an enterprise-scale software development company focused on automating administrative functions in healthcare.

From 1998 to 1999, Mr. Ha-Ngoc was Wyeth's corporate VP of strategic develop-

ment. His tenure there followed Wyeth's acquisition of Genetics Institute, where Mr. Ha-Ngoc was executive VP with responsibility for corporate development, commercial operations, as well as European and Japanese operations and in addition at various times legal affairs, regulatory, a major R&D program, and program management.

Before joining Genetics Institute in 1984, he held various marketing and business positions at Baxter Healthcare Inc. ♦

MORE DR. LAURENT SCHOCKMEL BREAKING DOWN SILOS

WORKING ACROSS ORGANIZATIONS, LAURENT SCHOCKMEL, CHIEF OPERATING OFFICER OF CEGEDIM AMERICA'S CRM, MARKETING SOLUTIONS, AND COMPLIANCE SOLUTIONS

DIVISIONS IN THE UNITED STATES, CANADA, AND LATIN AMERICA, IS EXTREMELY INSIGHTFUL AND GENUINELY SUPPORTIVE OF JOINT EFFORTS AND TEAM GOALS.

Straight-forward and caring, he is able to peel away the outer layers of an issue and get down to what really matters. And he does this, while achieving consensus with the parties involved. Dr. Schockmel leads his people with finesse and aplomb and effortlessly directs others, empowering them to achieve great results.

He embraces diversity and cultural differences and looks for the best possible solutions to create win-win scenarios for all.

He leads by example, never asking employees to do anything that he wouldn't and he is always ready to roll up his sleeves. Dr. Schockmel takes heed of the advice he once received: managing people means spending more than 50% of your time outside your office.

Straightforward with people around him, Dr. Schockmel believes that honesty is the best policy and openness is a requirement to

leadership. He is demanding of himself as well as his team and is direct in his expectations and thoughts, calling it as he sees it. But at the same time he is always fair and encourages those around him to call it as they see it as well. This type of collaboration is not only effective and time-saving, but allows mutual respect to be developed, he says.

Equally respected by the people who work for him as well as those who compete with him, Dr. Schockmel's business integrity is matched only by his business sense and wit. And he cites the recognition by his peers and team members as one of the PharmaVOICE 100 most inspirational people in the industry as the most humbling experience in his career to date.

As part of his current role, Dr. Schockmel also manages the financial, legal, and human resources support functions for the Cegedim Group in the region.

Dr. Schockmel began his Cegedim career in October 1998, leading the development of the Cegedim Group's international activities in the areas of data and CRM. In January 2003 he became senior VP of the newly created global pharma CRM division.

In July 2005, Dr. Schockmel was named senior VP of strategic development in charge of M&A and strategic alliances. Within two years, he completed several strategic acquisitions in France, Italy, and Spain, as well as contributing to the acquisition of Dendrite.

In May 2007, following the merger of Cegedim and Dendrite, Dr. Schockmel was named chief financial officer of Cegedim

GETTING PERSONAL WITH DR. LAURENT SCHOCKMEL

FAMILY: Father; mother; sister; two children

HOBBIES: Golfing, reading, movies

GIVING BACK: Children's Health Fund

BUCKET LIST: Learn golf

TOP IPOD DOWNLOADS: His kids' music

SCREENSAVER: Pictures of NYC

MOST UNUSUAL PLACE VISITED: Village, jungle in West Africa

LIFE LESSONS: Take life as it comes and try to enjoy and get the best of every moment. Life is too short

A LITTLE-KNOWN FACT: He started career as a vet in rural France, dealing with cows

UNDER THE CLOAK OF INVISIBILITY: Go into the space shuttle Endeavour

Americas and relocated to the United States to oversee the integration of Dendrite into the Cegedim Group.

Before joining Cegedim, Dr. Schockmel was the regional manager for IMS Health, as well as the senior consultant and manager of Gemini Consulting's healthcare and chemical industry practice.

After starting his career as a practicing veterinary surgeon, Dr. Schockmel joined the life-sciences industry as a scientific supervisor and later marketing and communication manager for the animal science division of Monsanto. ♦

MORE DR. JOHN MARAGANORE SINGULARLY FOCUSED

JOHN MARAGANORE, PH.D., LIVES AND BREATHEs ALNYLAM. HIS PASSION, HIS GOAL, AND HIS DESIRE IS TO BUILD THE COMPANY AND ADVANCE RNAI THERAPEUTICS TO PATIENTS.

With an ability to wear hats that represent both the scientific and business side of operations, Dr. Maraganore has been able to guide Alnylam through uncharted scientific waters while keeping a very tight focus on business objectives and needs. Through his deep-rooted commitment, he is creating a company that has significant value, demonstrated scientific leadership, an unparalleled patent estate, and a growing pipeline — all of which in less than a decade after the discovery of RNAi.

Dr. Maraganore joined the company in

December 2002, bringing more than 20 years of experience in R&D and business roles with biotechnology companies.

Dr. Maraganore also lends his insight to other companies; he serves as chairman of Regulus Therapeutics and as a director for Archemix and MacroGenics Inc.

Before Alnylam he served as an officer and a member of the management team for Millennium Pharmaceuticals. As senior VP, strategic product development, for Millennium, he was responsible for the company's product franchises in oncology, cardiovascular, inflammation, and metabolic diseases. Other roles at Millennium included VP, strategic planning and M&A, and general manager of Millennium BioTherapeutics, a former subsidiary of the company.

Before Millennium, he served as director of molecular biology and director of market and business development at Biogen (now Biogen

GETTING PERSONAL WITH DR. JOHN MARAGANORE

FAMILY: Wife, Christine; son, John; daughters, Nina, Sofie, Alexis

GIVING BACK: Leadership Council for BIO Ventures for Global Health (BVGH), Beth Israel Deaconess Hospital

BUCKET LIST: Discover medicines for longevity

INSPIRATION: Great scientists

TOP IPOD DOWNLOADS: BB King, Eric Clapton, Le Nozze di Figaro

SCREENSAVER: Mother with two youngest daughters

MOST UNUSUAL PLACE VISITED: Mauritius

LIFE LESSONS: The unexamined life is not worth living

A LITTLE-KNOWN FACT: He's Greek, not Italian

Idec). Before Biogen, he was a scientist at ZymoGenetics and The Upjohn Company. ♦

MORE DONATO TRAMUTO AN INDUSTRY HERO

DONATO TRAMUTO IS CEO AND VICE CHAIRMAN OF PHYSICIANS INTERACTIVE. IN HIS ROLE, HE IS COUPLING HIS EXTENSIVE INDUSTRY KNOWLEDGE WITH A HIGHLY CONSULTATIVE APPROACH TO

DELIVER NEW AND UNIQUE SOLUTIONS TO HIS PHARMACEUTICAL CUSTOMERS WORLDWIDE.

A trusted and respected thought leader within the pharmaceutical industry, Mr. Tramuto can be relied upon to provide support on both the product and service segments of the business.

Before joining PI in November 2006, Mr. Tramuto served as CEO of i3, a global pharmaceutical services company that is part of Ingenix, a UnitedHealth Group company. In this capacity, Mr. Tramuto oversaw the clinical research, pharmaceutical data, analytics, outcomes, EPI/safety, health education, and strategic consulting business units.

While at i3, he spearheaded the introduction of the i3 Drug Aperio product, which offers a safety signal detection program for pharmaceutical drugs.

Before joining i3, Mr. Tramuto was one of the founders of Protocare Inc., a provider of drug development services. He served as CEO and president of the Protocare sciences division and as corporate officer of from 1998 to 2003.

Before that, Mr. Tramuto was corporate VP

of marketing/healthcare at Caremark, where he helped create the company's first disease management program for HIV/AIDS.

Hugely committed to education, he has found many ways to give back to his community, including establishing The Donato J. Tramuto Foundation. The Foundation helps young people in developing countries learn English preparing them for career opportunities, as well as granting each year two four-year college scholarships to students in the United States. One of the recipients of a Foundation award is now a sales representative with a top-tier pharmaceutical company, who credits his success to the help he received and the guidance Mr. Tramuto offered him along his college path.

Mr. Tramuto has also made healthcare a priority for the Foundation by supporting a number of health-related projects and initiatives at orphanages and HIV clinics, as well as through projects led by other organizations.

The Foundation, djtoundation.com, was founded in the fall of 2001 following the tragic events of 9/11.

At that time, Mr. Tramuto was commuting between California and Maine each week and he was scheduled to be on United Flight 175 along with his two friends and their 3-year-old son, who were in Maine visiting him. On Monday, Sept. 10, he woke up with a toothache and arranged for an afternoon dental appointment in Boston — a decision that left him on a flight to California on Monday evening instead of September 11th. Unfortunately, his friends boarded Flight 175 and lost their lives on that fateful Tuesday morning.

Touched by the loss of his friends, Mr. Tra-

GETTING PERSONAL WITH DONATO TRAMUTO

HOBBIES: Exploring Italy, antique cars, exploring good restaurants, spending as much time as possible with his golden retriever

GIVING BACK: The Donato J. Tramuto Foundation

BUCKET LIST: Travel to the Middle East; return to Italy

INSPIRATION: Individuals who have overcome a challenge

TOP IPOD DOWNLOADS: Dou

MOST UNUSUAL PLACE VISITED: India

LIFE LESSONS: Everything in moderation, including moderation

A LITTLE-KNOWN FACT: He is an elected official in Maine

muto established the Foundation as a means to provide opportunities and assistance to young individuals with special challenges. For him it was a way to both honor her friends and to help others achieve their goals and dreams.

Since its inception, the Foundation has assisted many different organizations both nationally and internationally. Some examples of the Foundation's philanthropic reach are: 25 students have attended or are currently in college under the Donato J. Tramuto Foundation Scholarship; the Foundation has educated an entire village in Cambodia on the English language; it has helped families effected by Hurricane Katrina; it has provided grants to numerous AIDS organizations, advancing their vision to provide social assistance to those living with HIV/AIDS; it has provided hearing devices to centers involved in performing arts; and the board of directors of the Foundation has been uniquely involved in offering mentoring services to the scholarship recipients. ♦

MORE ANGUS RUSSELL A SPECIAL TOUCH

ANGUS RUSSELL'S GOAL AS CEO OF SHIRE IS TO MAKE IT THE MOST-ADMIRED AND VALUABLE SPECIALTY BIOPHARMACEUTICAL COMPANY IN THE WORLD.

Mr. Russell was named CEO in June 2008. Before that he served for nine years as the company's chief financial officer and executive VP of global finance. He is also the chairman of the company's leadership team.

He inspires trust throughout Shire by creating a team-focused environment where individuals rely on cross-boundary relationships to optimize outcomes. He believes in empowering employees to make a difference and make decisions. He leads by vision and example,

knowing when to push, when to come alongside, and when to pull.

He motivates his staff to go the extra distance to take part in activities and fund-raisers. Leading by example, he took part last year in the Livestrong biking event with a team of Shire colleagues in Philadelphia, cycling 70 miles and raising more than \$30,000 for the cancer research charity. He is set to complete the 100-mile course in the 2009 LiveStrong event.

Between 1980 and 1999, he held a number of positions of increasing responsibility at ICI, Zeneca, and AstraZeneca PLC, including VP, corporate finance at AstraZeneca and group treasurer at Zeneca.

Mr. Russell is a chartered accountant, having qualified with Coopers & Lybrand, and he is a fellow of the Association of Corporate Treasurers. ♦

GETTING PERSONAL WITH ANGUS RUSSELL

FAMILY: Two daughters, Harriet, 20; Sophie, 18

HOBBIES: Cycling, swimming, skiing, sailing, art (collecting and viewing), collecting, restoring and driving classic cars

GIVING BACK: Livestrong Foundation

TOP IPOD DOWNLOADS: Anastacia, Maroon 5, Nickelback, Rascal Flatts

SCREENSAVER: 993 Porsche

MOST UNUSUAL PLACE VISITED: Vamizi Island, Mozambique

LIFE LESSONS: Expect the unexpected

A LITTLE-KNOWN FACT: He sang in a church choir as a teenager

MORE DR. FRANCOIS NADER SPECIALTY FOCUSED

FRANCOIS NADER, M.D., WAS NAMED PRESIDENT AND CEO OF NPS PHARMACEUTICALS IN MARCH 2008.

During his career, Dr. Nader has proven himself as a leader capable of building success from scratch through raising capital, establishing and executing business strategies, and developing high-performing teams and a positive culture. Moreover, he has been able to achieve this despite difficulties, both internal and external.

Today his top priority at NPS is to lead his team of 50 dedicated professionals who are focused on advancing two registration programs, each of which has the potential to provide a much-needed therapeutic option to patients suffering from rare disorders: short bowel syndrome and hypoparathyroidism.

Dr. Nader joined NPS in June 2006 and most recently served as executive VP and chief operating officer. In that capacity, he was responsible for managing the company's

worldwide research and development, commercial operations, manufacturing, and regulatory affairs.

Before joining NPS, Dr. Nader was a venture partner at Care Capital LLC and chief medical officer of its clinical development capital unit. Previous experience includes senior VP, integrated healthcare markets and senior VP, North America medical and regulatory affairs, with Aventis Pharmaceuticals as well as similar positions at Hoechst Marion Roussel. He also served as head of global commercial operations at the Pasteur Vaccines division of Rhone-Poulenc.

Dr. Nader is also the co-founder and chairman of Blue Dolphin Healthcare Group, a privately owned, long-term care company.

In addition, he is adjunct professor, executive MBA, at the School of Management, University of Tennessee. He is also the co-editor in chief of Pharmaceutical Policy & Law.

Dr. Nader was recently recognized as a finalist in the Ernst & Young Entrepreneur of The Year 2009 Award.

He is a board member of Odyssey for

GETTING PERSONAL WITH DR. FRANCOIS NADER

FAMILY: Wife, Micheline Nader; son, Ralph, 28; daughter, Jessica, 25

HOBBIES: Traveling, reading, world affairs

GIVING BACK: Alpha Raven Foundation, causes providing low-income seniors with shelter, food, and treatment

BUCKET LIST: Building an innovative organization

LIFE LESSONS: If you cannot beat them, be exceedingly different; then the sky will be the limit

Humanity, which is dedicated to supporting initiatives that foster inclusion and bridge differences. He is also a member of several industry and healthcare organizations, including American Foundation for Pharmaceutical Education, American Academy of Pharmaceutical Physicians, American Medical Association, and American Medical Directors Association. ♦

MORE DR. DANIEL VASELLA PATIENT-COMMITTED

DANIEL VASELLA, M.D., IS CHAIRMAN AND CEO OF NOVARTIS AG. HE HAS SERVED AS CEO AND EXECUTIVE MEMBER OF THE BOARD OF DIRECTORS SINCE THE MERGER THAT CREATED

NOVARTIS IN 1996. HE WAS APPOINTED CHAIRMAN OF THE BOARD OF DIRECTORS IN 1999.

During Dr. Vasella's tenure as chairman and CEO, Novartis has been included on Ethisphere Institute's list of the world's most ethical companies, Fortune magazine's list of the world's most admired companies, and Barron's magazine list of the world's most respected companies.

A good listener and accessible to employees, Dr. Vasella is able to connect and relate to people from all over the world. And he is a conscious communicator, always answering e-mails. An acquaintance of Dr. Vasella's e-mailed him after being diagnosed with cancer. Dr. Vasella instantly got back to him and put him in touch with Novartis' oncology division and leading physicians who could help.

Remaining actively involved in business generally, Dr. Vasella also is a member of the board of directors of Pepsico and Alcon.

Additionally, Dr. Vasella is very much involved in broader initiatives — from health, to the arts, to business, to peace.

He is a member of the global health program advisory panel of the Bill & Melinda Gates Foundation; a foreign honorary member of the American Academy of Arts and Sciences; a member of the International Business Leaders Advisory Council for the Mayor of Shanghai; and sits on the International Board of Governors of the Peres Center for Peace in Israel.

Dr. Vasella has been honored with several awards, including the Harvard Business School's Alumni Achievement Award and Appeal of Conscience Award, the AJ Congress Humanitarian Award, the Ordem Nacional do Cruzeiro do Sul (Brazil), and he holds the rank of Chevalier in the Ordre national de la Légion d'honneur (France).

He was also awarded an honorary doctorate by the University of Basel.

In addition, a readership survey by the Financial Times selected Dr. Vasella as the most influential European businessman of the past quarter century.

Dr. Vasella believes one of the biggest chal-

GETTING PERSONAL WITH DR. DANIEL VASELLA

FAMILY: Wife, Anne-Laurence; daughter, 25; sons, 20, 17

HOBBIES: Traveling, oriental art and ancient books, nature

GIVING BACK: Local schools and health centers

lenges facing the industry today is ignorance around the value of pharmaceuticals by the public and decision makers.

He believes it is imperative to keep up incentives for innovation, which is one reason why in 2008 alone the company spent \$7.2 billion, or 17.4% of net sales, on research and development, up from the \$6.4 billion spent in 2007.

Dr. Vasella joined Sandoz in 1988, rising from salesman to head of marketing, development, and ultimately becoming CEO before Sandoz merged with Ciba-Geigy.

From 1982 to 1988, he practiced internal medicine at the city hospital of Zurich and the University Hospital of Bern, where he became chief resident.

From 1980 to 1982, Dr. Vasella worked in pathology at the University of Bern. ♦

MORE WILLIAM MAICHLE CHARISMATIC AND VISIONARY

WILLIAM MAICHLE, CHIEF OPERATING OFFICER OF KOWA PHARMACEUTICALS AMERICA, IS ONE OF THOSE RARE PROFESSIONALS WHO NOT ONLY HAS A VISION BUT THE EVERYDAY WORKING SKILLS

NECESSARY TO CARRY OUT THAT VISION.

With a background that includes both clinical and marketing, he inspires others with his work ethic and his superior intellect.

Mr. Maichle is known for his loyalty and his colleagues say he goes out of his way to think of others and treat others fairly.

One of the overriding factors in Mr. Maichle's career and life is to stay true to a straightforward philosophy, which is to align

oneself with good, honest people and allow everything else to take care of itself.

Before assuming the role of chief operating officer of Kowa Pharmaceuticals America, the U.S. business of Kowa Company Ltd. of

Japan, Mr. Maichle was senior VP, product development and technical operations at ProEthic Pharmaceuticals, which was acquired by Kowa Pharmaceuticals in August 2008. ♦

MORE DR. ENGELBERT TJEENK WILLINK GETTING ON BOARD

ENGELBERT TJEENK WILLINK, M.D., IS A MEMBER OF THE BOARD OF MANAGING DIRECTORS OF BOEHRINGER INGELHEIM (BI), WHERE HE IS RESPONSIBLE FOR MARKETING AND SALES, HUMAN PHARMA.

Leading by example, Mr. Tjeenk Willink is not afraid to step up to the plate and take control when needed. At the same time, he fosters an environment that leads to success and empowers people to achieve what they set out to accomplish.

He engenders trust, commitment, and imagination in the teams he leads, enabling great things to be achieved.

Before assuming his current role, he was president and general director at BI Mexico. Dr. Tjeenk Willink joined BI in 1994 as medical director in Germany, rising to head of health economics, product manager, then special projects area management, then VP business unit prescription medicines.

He then became corporate director marketing for prescription medicines before assuming the role of president in Mexico in 2005.

Before joining BI, he was VP and director of operations with Pharma Bio-Research International. ♦

NADER NAEYMI-RAD JOINED CAMPBELL ALLIANCE 11 YEARS AGO AS ONE OF THE COMPANY'S FIRST EMPLOYEES. IN 2008, HE WAS NAMED CHIEF OPERATING OFFICER.

Mr. Naeymi-Rad speaks at numerous industry conferences, and he has served in a chairperson role on many occasions, covering topics related to developing and implementing commercial strategies and improving commercial processes.

Inspired by his team and drawing guidance from his clients, Mr. Naeymi-Rad is excited by the industry in which he works.

Beyond his achievements at work, Mr. Naeymi-Rad also takes a great interest in improving the community in which he lives and works.

Through company-sponsored programs, he has been involved with many local and national charities, including The Boys & Girls Club, the American Red Cross, Make-a-Wish Foundation, and Duke Children's Hospital.

Mr. Naeymi-Rad is ded

MORE DR. JEFFREY STEIN SCIENTIFICALLY LEADING CHANGE

**JEFFREY STEIN, PH.D., IS
PRESIDENT AND CEO OF TRIUS
THERAPEUTICS.**

Trius' mission is to develop best-in-class antibacterial drugs for the treatment of infections caused by resistant bacteria.

These drugs address the growing unmet need for effective new treatments for healthcare-related bacterial infections that afflict more than 2 million patients and result in 100,000 deaths per year in the United States alone.

Under Dr. Stein's guidance, the company's lead program, a novel oxazolidinone antibiotic, entered clinical testing in the United States this year. In addition, Trius has generated a pipeline of preclinical antibacterial drug leads directed against validated targets.

It is the development of the oral torezolid (TR-701) that is mission critical for Dr. Stein and he says the biggest highlight of his career

GETTING PERSONAL WITH DR. JEFFREY STEIN

HOBBIES: Wine making

GIVING BACK: UCSD/Moores Cancer Center Luau and Longboard benefit, American Diabetes Society TourdeCure; MS Foundation walk

TOP IPOD DOWNLOADS: The End of Faith, Sam

Harris; Born to Run, Christopher McDougall; Outliers, Malcolm Gladwell; Embracing Defeat, John Dower

SCREENSAVER: Photo of a Sea Nettle

MOST UNUSUAL PLACE VISITED: Undersea hydrothermal vents

will be when the product reaches the market. Next on his list of achievements is to take torezolid into Phase III clinical trials.

Previously, Dr. Stein worked as a venture partner through the Kaufman Fellowship program of Sofinnova Ventures.

He was also executive chairman of Rx3 Pharmaceuticals, a drug discovery company and predecessor to Trius.

From 2005 to 2006, he was also director of Venture Development at UC San Diego.

Before entering the VC arena, Dr. Stein was founder, director, and executive VP of Quorex Pharmaceuticals, which was sold to Pfizer in 2004.

He was principal scientist of Diversa Corp. from 1997 to 1999 and senior staff scientist of the organization from 1995 to 1996.

Before that, he was principal investigator at Agouron Institute. He was a research fellow in biology at Caltech Pasadena after completing his Ph.D. ♦

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- Is it a private or public structure?
- How can Drug Delivery best deliver profits and improve the standard of health care?
- And, if we can identify a great business model, what do we need to do to execute it profitably?

KEYNOTE ADDRESS

Oral Controlled Release: Past Successes and Future Opportunities

Avinash G. Thombre, PhD
Research Fellow, Pfizer, Inc.

Special Wall Street Panel Presentation

Investment Landscape: Drug Delivery and Today's Market Environment

View the agenda online at www.insightinfo.com

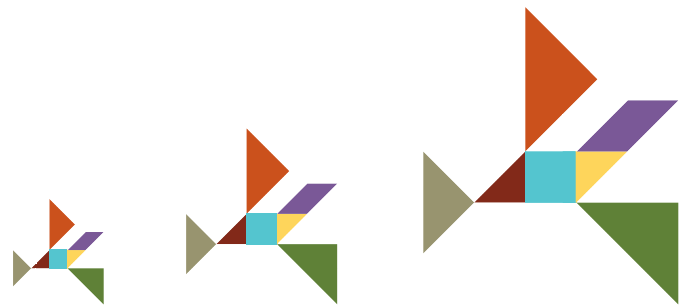
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The HCMA congratulates 2009 top award honorees

DELTA AWARD RECIPIENT



Jeff Wayne
Senior VP of Sales and Marketing
Promius Pharma

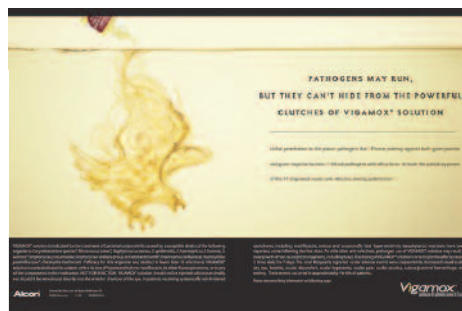


In 2008, Jeff Wayne faced challenges that any other marketer would have found daunting: launch a US dermatology company and its leading brand in the worst economic downturn since the Great Depression. With intrepid strategic vision and razor-sharp leadership skills, Mr. Wayne led and collaborated to overcome the odds and demonstrate significant achievements for Promius Pharma and its first brand, which exceeded projections and surpassed two-thirds of its competitors.

BEST IN SHOW AWARD



Jaime Pfaff
Executive Creative Director
Corbett Worldwide



Of the more than 500 entries submitted, Corbett Worldwide Healthcare Communications won Best in Show for its innovative approach to bringing a brand's efficacy to life in a journal ad campaign. Jaime Pfaff accepted the award for the campaign, which features drops of the ocular anti-infective hitting the water and transforming into predatory metaphors—a lion and a hawk—that are eager to penetrate and devour pathogens. Corbett Worldwide is a business unit of Corbett Accel Healthcare Group, one of the largest healthcare communications companies in the United States.