

# The **ENTREPRENEURS**

Forward-thinking, committed, and dedicated are just the tip of the adjective iceberg that describe these self-starters as they look to improve patient care.

## MICHAEL BECKLOFF

**A QUIET GIANT IN THE DRUG DEVELOPMENT INDUSTRY, MICHAEL BECKLOFF GREW THE FAMILY BUSINESS INTO A MULTINATIONAL CORPORATION THAT WAS PURCHASED BY CARDINAL HEALTH.**

Mr. Beckloff, a true “big thinker” and innovator, has more than 30 years of experience in the pharmaceutical industry.

He takes nothing for granted, saying he is overwhelmingly grateful for the many wonderful things that have come his way. At the same time, he is passionate about the work he does.

Becoming part of the Cardinal family has been a great experience for Mr. Beckloff. But perhaps the most profound career moment was having a family member treated with a drug product he was closely associated with. His youngest son was treated in the emergency room for severe burns with a drug Mr. Beckloff's father helped to develop. Having so deep and personal an impact truly reinforced the ideals of the life-sciences profession.

Making a difference to all patients matters to Mr. Beckloff and he is very interested in the concept of philanthropic drug development and the change this type of business model might have on the industry.

Working extensively in the oncology area, Mr. Beckloff says he is both inspired and humbled by the patients battling diseases, as well as by the doctors, nurses, and researchers who are committed and dedicated to improving patient outcomes.

Working tirelessly on the front line to make a difference, Mr. Beckloff describes these individuals as the true heroes of healthcare.

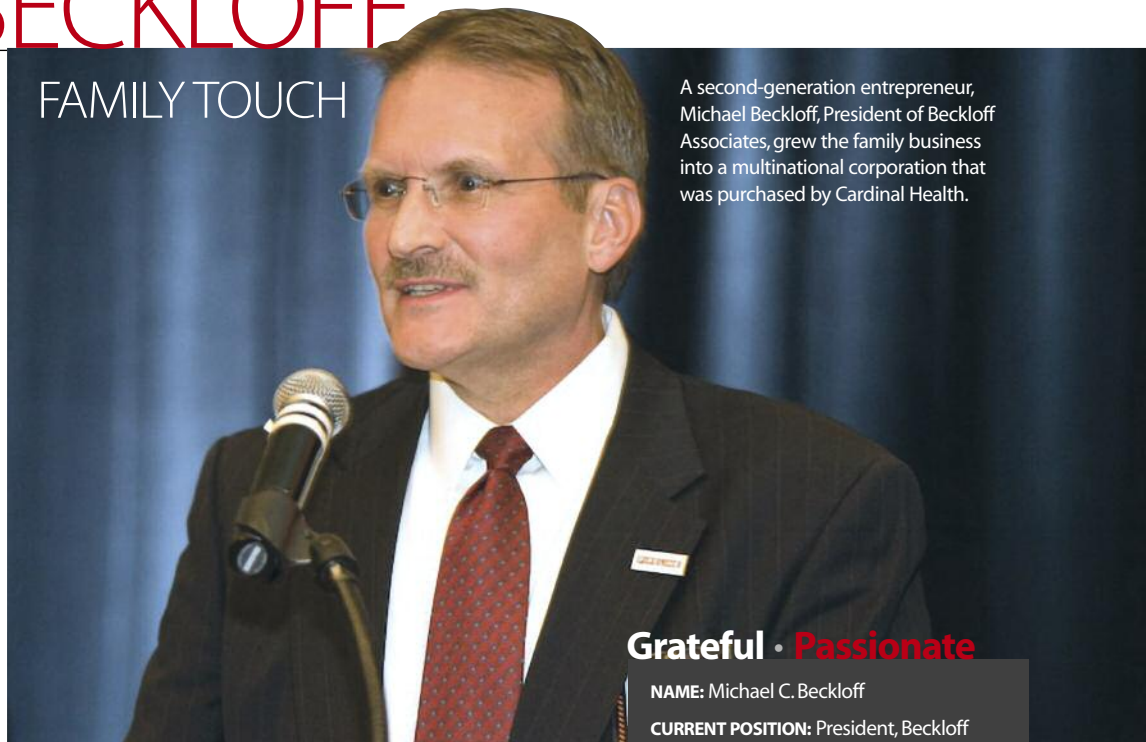
As a student of the healthcare industry, Mr. Beckloff says today's industry challenges are no different from the ones that have always existed: finding ways to expedite development, review, and approve innovative drugs, biologics, and medical devices while ensuring appropriate levels of safety and efficacy.

He remains optimistic about the industry's future, saying the advent of regenerative medicine may, in fact, be a defining moment for the industry.

Employees say Mr. Beckloff is a world-class nice guy and he thinks of his associates as family — a lesson he learned from the Marion Labs legacy he grew up in and around Kansas City.

And family is central for Mr. Beckloff. He says the biggest challenge of his career has been the amount of travel his job has required. He attributes the support

### FAMILY TOUCH



A second-generation entrepreneur, Michael Beckloff, President of Beckloff Associates, grew the family business into a multinational corporation that was purchased by Cardinal Health.

### Grateful · Passionate

**NAME:** Michael C. Beckloff

**CURRENT POSITION:** President, Beckloff Associates, a Cardinal Health company

**EDUCATION:** B.S., Cellular Biology, University of Kansas

**DATE AND PLACE OF BIRTH:** Feb. 1956, Lawrence, Kan.

**FIRST JOB:** Cutting grass

**FIRST INDUSTRY-RELATED JOB:** Night shift manufacturing OsCal and Gaviscon tablets, Marion Laboratories

**DREAM JOB:** Luthier (fine musical instrument builder)

**PROFESSIONAL MENTOR:** Ewing Kauffman, Marion Laboratories

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** People don't care how much you know until they know how much you care

of his wife and her hard work in raising their children and being able to manage some tough schedules, including being away for three to four weeks at a time.

In addition to his duties associated with Beckloff Associates, he serves on numerous boards, and he is currently in his second year as chairman of the board for the Kansas Bioscience Organization.

Just as important to Mr. Beckloff is his volunteer work with KTEC Pipeline, a state-sponsored technology entrepreneur fellowship program. Through this program, he assists start-up pharmaceutical development companies and mentors their CEOs and chief scientific officers. He conducts seminars within the community and around the world and is inspired by the opportunity to work with so many talented future leaders of the industry.

And he is involved in many charitable organizations, including the Leukemia & Lymphoma Society and Institute for Pediatric Innovation. Both organizations have developed significant programs around philanthropic drug development to help drive change, which propels continuity of care for patients while simultaneously acting as a catalyst for new pharmacologic innovation. ♦

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#### DID YOU KNOW?

Michael Beckloff plays guitar and sings in his family's bluegrass band.



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## A GREEN AND PERSONAL TOUCH

**JOAN BRADLEY, PHARM.D., BELIEVES INTEGRITY, EDUCATION, AND SCIENCE ARE THE CORNERSTONES TO BUILDING ETHICAL AND SUSTAINABLE BUSINESS PRACTICES.**

A leader in education and science, Dr. Bradley founded The JB Ashtin Group 10 years ago with a desire to offer clients a personal touch in a highly scientific sector of pharmaceutical support services. The focus is on assisting pharmaceutical industry clients to strategize, investigate, and conceptualize ideas for their marketing and educational services, while customizing these projects to meet their specific needs and interests.

During that time, the industry has confronted dynamic market changes and Dr. Bradley's insights have supported the growth of her company. Additionally, her training as a Pharm.D. at the University of Michigan has given her access to a talent pool that has served her clients well.

When she started the company she had no idea that it would grow from a consulting practice into a full-service scientific agency. She takes enormous pleasure interacting with the many amazing people she has been able to hire and working with them to serve clients.

Dr. Bradley is determined and enjoys a sense of accomplishment and by working to overcome challenges. She says the best motivator is when someone tells her that there is no way she can do something. She sets a standard, always walking the walk, not talking the talk.

One of the biggest challenges she has faced in her job in scientific communications was delicately telling a client that her data didn't support the commercial messages. Ultimately, she and the client were able to modify the messages, but she says it is never easy telling marketers that they cannot say what they want to.

There are always challenges in business and Dr. Bradley says she and her executive team meet regularly to discuss the emerging changes, including healthcare reform as it is being addressed by the current presidential administration and what that will bring.

Dr. Bradley says she loves the business she is in and that she is confident her team is up to the challenges that lie ahead and will be able to innovate to overcome any hurdles.

In the spirit of giving back, Dr. Bradley's company provides advanced practice and internships for pharmacy students on rotation from the University of Michigan. She has been both a preceptor and mentor to the students, some of whom have become staff members of the scientific team at her company.

In addition, she has a passion for the planet. She cares deeply about eliminating excess or unnecessary waste and being a responsible corporate and individual citizen as it relates to the environment. Being green is important, and as such her company is a member of the Green Meetings Industry Council.



Passionate about learning and teaching, Dr. Joan Bradley, President and CEO of JBA, inspires superior scientific content development and has earned a first-rate reputation as an ethical scientific strategist.

### Determined • Compassionate

**NAME:** Joan K. Bradley, Pharm.D.

**CURRENT POSITION:** CEO, President, Founder, The JB Ashtin Group Inc.

**EDUCATION:** Pharm.D., The University of Michigan

**DATE AND PLACE OF BIRTH:** Oct. 1966, Lincoln Park, Mich.

**FIRST JOB:** Donut shop (hasn't stopped loving donuts since)

**FIRST INDUSTRY-RELATED JOB:** Editor/Writer, Scientific Therapeutics Information

**DREAM JOB:** Owning a full-service, European-inspired spa

**PROFESSIONAL MENTORS:** David Baker, Shire Pharmaceuticals; Jean Fagan, Jean Fagan LLC; John Romankiewicz, Pharm.D., Scientific Therapeutics Information; Mary Parenti, Pharm.D., Medical Education Systems; Lisa M. De Boer, Pharm.D., Advanced BioHealing

**CONNECTED VIA:** Facebook, LinkedIn, Plaxo, Twitter

**WORDS TO LIVE BY:** If you want to reach a different destination, you have to change your path

#### DID YOU KNOW?

Dr. Joan Bradley is a huge Detroit Red Wings fan.

Dr. Bradley has implemented several green initiatives and incentives for employees who comply with corporate green policies. The Green Team meets monthly to discuss how the company can reduce waste and be cognizant of the energy used internally and on its projects. The company also offers clients strategies for green meetings large and small.

Dr. Bradley is eager to expand the company's green initiatives going forward.

She also sponsors and plants a garden at the Detroit Zoo, one of the contributions she makes to help her company

reduce its carbon footprint.

Dr. Bradley gives back to the world community in other ways as well. She sponsors a child from Kenya through Mission of Mercy. And she and her husband give to local charities, in particular the Detroit Rescue Mission, and through their church. ♦

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**THE INDUSTRY LEADER**  
is to actually lead the industry.



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## IN TOUCH WITH WEB CONNECTIONS

FARUK CAPAN

**FROM SMALL BEGINNINGS, FARUK CAPAN HAS BUILT INTOUCH SOLUTIONS INTO A BROAD PROVIDER OF DIGITAL MARKETING SOLUTIONS FOR THE PHARMACEUTICAL INDUSTRY.**

A native of Turkey, Mr. Capan had come to the United States to complete a master's degree in information technology. This was the beginning of an exciting journey for the techno-savvy entrepreneur.

While working in the industry, first at Marion Merrell Dow and then at Teva Marion Partners, Mr. Capan began to recognize the potential of combining patient education and digital media.

Drawing on excellent advice he had once received — do what you like and what you know — he founded Intouch Solutions in the basement of his home with two employees in 1999.

Mr. Capan has always been drawn to digital media, and he was a believer in Web 2.0 before the phrase Web 2.0 was coined. He was the brain behind the industry's first patient-community portal, MSWatch, the largest online community for individuals with multiple sclerosis. The launch of MSWatch in 1998 created a platform for building patient relationships.

Always looking to bring progressive technologies and ideas to the industry, Mr. Capan keeps his eyes on the future and the next big development. In fact, he is known around the office for always being the first to show up with the latest and greatest techno-gadgets.

Though an optimist, Mr. Capan recognizes that the industry faces challenges, in particular government pressure on prescription pricing and government scrutiny of direct-to-consumer marketing. He says the economy also presents challenges for pharmaceutical industry.

Mr. Capan wants to keep growing Intouch, its service offerings, and expertise, while at the same time not sacrificing the company's commitment to customer service. The past 10 years watching how far Intouch has come has been an exciting time for Mr. Capan.

His clients look to him as a friend, counselor, advisor, and top digital strategist.

With an upbeat outlook, Mr. Capan tries to surround himself with optimistic people as often as possible.

Outside of his work commitments, Mr. Capan is involved in the Helzberg mentoring program, and he was named one of Ingram magazine's Forty Under 40 in 2004. ♦



Faruk Capan had a passion for Web 2.0 before the phrase Web 2.0 was coined.

**DID YOU KNOW?**

CEO of Intouch Solutions, Faruk Capan is an adopter of all things technology.

**Passionate • Innovative**

**NAME:** Faruk Capan

**CURRENT POSITION:** CEO, Intouch Solutions Inc.

**EDUCATION:** MBA, University of Central Missouri, B.S., Business Administration, Marmara University of Istanbul

**DATE AND PLACE OF BIRTH:** Nov. 1967, Istanbul, Turkey

**FIRST INDUSTRY-RELATED JOB:** Pharmaceutical internship, Marion Merrill Dow

**PROFESSIONAL MENTOR:** Barnett Helzberg

**CONNECTED VIA:** LinkedIn, Facebook, Twitter, YouTube

**WORDS TO LIVE BY:** Do what you like and what you know

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GARY BEER

## BUILD BIG

**GARY BEER CO-FOUNDED AND DEVELOPED DOV PHARMACEUTICAL, INC. FROM A SMALL START-UP ORGANIZATION INTO A PUBLICLY TRADED PHARMACEUTICAL COMPANY. WHILE THE COMPANY IS NO LONGER LISTED ON NASDAQ, MR. BEER WAS INSTRUMENTAL IN TAKING DOV TO GREATER HEIGHTS AND HE COUNTS TAKING THE COMPANY ONTO THE NASDAQ AS ONE OF THE HIGHLIGHTS OF HIS CAREER.**

After DOV Pharmaceutical went public, Mr. Beer additionally assumed the role of VP of the departments of data management, biostatistics, and medical writing, managing and coordinating the efforts of these three major departments to clinically develop multiple central nervous system (CNS) and cardiovascular compounds.

He built and managed a staff of

more than 50 employees from distinct backgrounds, including many with Ph.D. and M.D. degrees, and he provided strategic leadership and technical guidance to all departments within DOV.

With a proven ability to effectively lead and manage high-level projects, he has helped to re-engineer processes that improve performance and operational efficiencies.

Mr. Beer has a track record of consistently meeting aggressive timelines with limited resources, while maintaining a well-validated and regulatory compliant environment.

While performing extensive work within business development, contracts, accounting, and other business-related activities for public pharmaceutical companies, he has developed, allocated, and overseen multi-million dollar departmental budgets.

In addition to writing and managing the creation of protocols, clinical study reports, clinical investigator brochure updates, and other regulatory submissions, he has co-authored multiple publications in

**DID YOU KNOW?**

Gary Beer's ambition is to participate in the WSOP (World Series of Poker) main event.



What really sets Gary Beer apart is his ability to develop and motivate a large group of diverse people while respecting each and every employee's personal and career goals.

# DR. RON COHEN

## A RESEARCH CHAMPION

**LIVING WITH SPINAL CORD INJURIES AND CENTRAL NERVOUS SYSTEM DISEASES IS DEVASTATING AND ALL-ENCOMPASSING FOR SUFFERERS. REALIZING THE DIFFICULTIES SUCH PATIENTS FACE AND THE LACK OF THERAPIES FOR THEM, RON COHEN, M.D., TOOK A RISK 14 YEARS AGO AND ESTABLISHED A COMPANY TO CHAMPION BREAKTHROUGH RESEARCH AND DEVELOPMENT.**

Determined to change the professional mantra of the time, “diagnose and adios,” Dr. Cohen had spent several years meeting with neuroscientists and nonprofit organizations to convince them to form a scientific advisory board focused on different approaches to tackle spinal cord injury (SCI). That network ultimately became the virtual research incubator for Acorda Therapeutics, which has continued to align with the labs of academic collaborators even as it has developed its own internal R&D team.

While the company began with a focus on spinal cord injury, its lead candidate is in the MS field. For the past decade, Dr. Cohen has guided the development of fampridine-SR, a novel therapy being reviewed by the FDA to improve the walking ability of people with MS. This is the first treatment with the potential to help patients recover function — and by extension, independence — that MS has robbed from them.

The highlight of Dr. Cohen’s career to date has been developing this novel therapy and publishing the innovative statistical methodology used to demonstrate its efficacy with colleagues Andrew Blight, Ph.D., and Lawrence Marinucci.

Dr. Cohen has grown Acorda from a one-man operation

Dr. Ron Cohen, CEO, President, and Founder of Acorda Therapeutics, has helped guide the development of a potentially breakthrough product for MS patients.



### Curious • Relentless

**NAME:** Ron Cohen, M.D.

**CURRENT POSITION:** CEO, President, and Founder, Acorda Therapeutics Inc.

**EDUCATION:** M.D., The Columbia College of Physicians and Surgeons; B.A., Psychology, Princeton University

**DATE AND PLACE OF BIRTH:** Jan. 1956, New York

**FIRST JOB:** Burger King

**FIRST INDUSTRY-RELATED JOB:** VP, Medical Affairs, Marrow-Tech Inc.

**DREAM JOB:** Actor

**PROFESSIONAL MENTORS:** Greg Zittel; Arthur Kurzweil; Art Benvenuto, Advanced Tissue Sciences

**CONNECTED VIA:** Facebook, LinkedIn

**WORDS TO LIVE BY:** Live your life so at the end, your last thought is: that was all right

to a \$1 billion company with multiple products in development. In 2008, Acorda’s preclinical pipeline was named one of the 10 most promising in the neuroscience field by Windhover.

But building Acorda was not without its difficulties. After a failure in a large Phase II clinical trial for fampridine in multiple sclerosis, Dr. Cohen had a challenge persuading VC investors and the board to let Acorda invest in a Phase III trial. The company’s management was convinced the drug had actually worked, using a retrospective analysis, but it took nine

months to convince investors of this. Ultimately, the Phase III trial was successful and transformed the company.

Dr. Cohen has deep insights into the biotech industry. His journey really began when, after spending just four hours with scientific founders of the biotech company Marrow-Tech (later Advanced Tissue Sciences), he was persuaded to join. This was a seminal moment for Dr. Cohen, and he recognizes it was somewhat unusual to sign an employment agreement so quickly. It’s certainly proof of one of his defining characteristics — curiosity; the other, relentlessness is evident in what he has achieved to date.

His commitment to patients has been recognized by the NMSS and National Spinal Cord Injury Association, which inducted Dr. Cohen into the Spinal Cord Injury Hall of Fame in 2007.

Dr. Cohen’s strength as an entrepreneur also has been recognized. He received the Ernst & Young Entrepreneur of The Year Award in Innovation in 2007 for the New York Metropolitan Region. He also was named NeuroInvestment’s CEO of the year in 2007.

Personally, Dr. Cohen raises money and contributes to the National MS Society, the Christopher Reeve Paralysis Fund, and the National Spinal Cord Injury Association, all of which are closely tied to Acorda’s mission.

The company has supported many programs for MS, including national sponsorship of the National MS Society Walk program.

In addition the company developed a Website, booth, and video, “I Walk Because,” to promote awareness of MS and mobility issues, and it partnered with the National MS Society to support a landmark survey conducted by Harris Interactive that explored the views of people with MS and caregivers.

Having achieved so much in the field, Dr. Cohen’s next goal is to regenerate nerves in the brain and spinal cord. ♦

#### DID YOU KNOW?

Dr. Ron Cohen would like to end nuclear proliferation.

### Rational • Innovative

**NAME:** Gary Paul Beer

**CURRENT POSITION:** Independent Investment Professional and Venture Capitalist

**EDUCATION:** University of Maryland

**DATE AND PLACE OF BIRTH:** Dec. 11, 1967, Princeton, N.J.

**FIRST JOB:** Newspaper delivery

**FIRST INDUSTRY-RELATED JOB:** Worked on a lipid compound for AIDS and AIDS related symptoms

**DREAM JOB:** Chef

**PROFESSIONAL MENTORS:** Dr. Bernard Beer, Kenneth Beer, Dr. Pál Czobor, Dr. Jill Stark

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Treat everybody with respect and compassion, and the world will be a better place

scientific journals. Having his first industry article published in a major journal was a defining moment for Mr. Beer.

With deep insight into the multiple layers involved in product development, Mr. Beer understands many of the obstacles facing the industry and says companies must determine how to best use technological advancements to more quickly and efficiently attain treatments and preventive therapies for life-threatening diseases.

Mr. Beer has played a central role in more than 50 clinical trials, including large pivotal multicenter Phase III trials.

These studies have covered a large spectrum of indications, including generalized anxiety, severe depression, weight loss, respiratory illnesses, diabetes, angina, insomnia, and many others.

After working at DOV for more than 11 years Mr. Beer is now pursuing his interest in the venture capital and private equity sector.

Next on his list of goals is to be involved in another start-up company. ♦

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**ELIZABETH** IZARD APELLES

Through her company Greater than One and her pro bono initiative Greater Good, Elizabeth Izard Apelles, CEO, has not only built a fantastic place to work and grow, but has helped many local communities.

## WEAVING A WEB CONNECTION

**MEETING HURDLES HEAD ON, ELIZABETH IZARD APELLES HAS BUILT HER INDEPENDENT DIGITAL AGENCY INTO A HEALTHY, THRIVING BUSINESS DESPITE THE ODDS.**

Ms. Izard Apelles started Greater Than One in 2000 in the teeth of the digital meltdown and built it to become a highly regarded, privately owned healthcare agency.

From a modest beginning, Ms. Izard Apelles has expanded the company to more than 70 employees with offices in New York and Madrid, Spain.

It's apropos to her defining characteristics that she would overcome obstacles since she is both optimistic and driven. She believes that with hard work and drive anything can be accomplished.

An expert in social media and Web 2.0, Ms. Izard Apelles helps clients assess the best digital media so that they are better able to connect and build stronger relationships with their customers.

At the outset, the company focused on interactive media, but has since branched out to offer robust offerings across all digital marketing, including Website development, online media, and search engine marketing.

People are important to Ms. Izard Apelles. She regards attracting, training, and retaining the best talent as being the single-most important focus for the industry. She believes no problem is too big when the best people are solving the industry's many challenges.

Colleagues say Ms. Izard Apelles has built a fantastic place to work and grow and that she is a driving force for the life-sciences industry as well as for those who society has left behind.

Employees are proud of the company's achievements as well as Ms. Izard Apelles' efforts that extend beyond the agency.

Ms. Izard Apelles is also the driving force behind Greater Good, Greater Than One's philanthropy arm. Greater Good builds free Websites for centers for underprivileged children. Each Website has its own content management system, as well as a system to serve banner ads. The goal is for each community center to become self-sufficient and to be able to put up its own content as well as for the children to sell advertising on the site. The proceeds are used to fund new programs and college tuitions.

Her achievements have been widely recognized; in 2008 the company won the Webby Award and the People's Voice Award in the annual Webby Awards for its Estroven campaign. The company also won the Best Media Plan PhAME Award along with Draftfcb for Cymbalta. ♦

**Optimistic • Driven**

**NAME:** Elizabeth Izard Apelles

**CURRENT POSITION:** Founder and CEO, Greater Than One Inc.

**EDUCATION:** B.A., University of Georgia

**DATE AND PLACE OF BIRTH:** Nov. 1960, Dalton, Ga.

**FIRST JOB:** Making sandwiches

**FIRST INDUSTRY-RELATED JOB:** Starting a digital agency

**DREAM JOB:** Intercity teacher/coach

**CONNECTED VIA:** LinkedIn, Twitter

**WORDS TO LIVE BY:** Go slow, because you're in a hurry

**DID YOU KNOW?**

Elizabeth Izard Apelles climbed to the top of Mount Kenya.

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**JASWINDER CHADHA****PROGRESSIVE ANALYSIS**

WITH THE PHARMACEUTICAL INDUSTRY CHALLENGED BY MATURING PRODUCT PORTFOLIOS, LIMITED ACCESS TO PHYSICIANS, AND DECLINING PROMOTION EFFECTIVENESS, JASWINDER (JASSI) CHADHA IS ENLIGHTENING CLIENTS ON INNOVATIONS IN NEW PRODUCT LAUNCHES, SELLING MODELS, AND DIGITAL MARKETING STRATEGIES.

He has helped leading pharmaceutical and biotech companies leverage sophisticated analytics and cutting-edge technologies to drive greater sales and marketing productivity, effectiveness, and competitive advantage. Mr. Chadha is a pioneer in building advanced analytical software tools for designing pharmaceutical salesforces.

As co-founder of marketRx, now part of Cognizant Technology Solutions, Mr. Chadha steered the company to become the first analytics company to deliver global services, leveraging delivery centers in the United States, United Kingdom, and India.

He helped to oversee the successful sale of the company to Cognizant. Finding a partner that would offer a good price for the company while ensuring it would continue to thrive was a challenge and Mr. Chadha and his partners were careful in their decision-making process.

Mr. Chadha has an entrepreneur's attributes; he is persistent and optimistic, always seeing the glass as half full and never giving up.

Having accomplished much in his role at marketRx, Mr. Chadha says his goal is to learn to run a large multimillion dollar business.

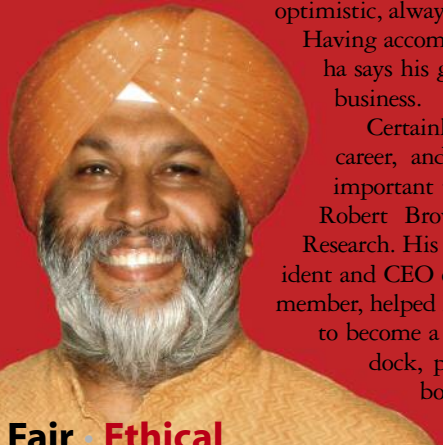
Certainly mentors have been important in Mr. Chadha's career, and he considers three to have been particularly important to helping him reach his goals. His first mentor, Robert Brown, Ph.D., was founder of Health Products Research. His second mentor, Amarpreet Sawhney, Ph.D., president and CEO of Confluent Surgical Inc. and a marketRx board member, helped him start the marketRx business and guided him to become a successful entrepreneur. And thirdly, Rick Braddock, partner at Mid Ocean Partners and a marketRx board member, helped him grow the business and sell it at the right time.

With a passion for education and entrepreneurship, Mr. Chadha devotes time to several organizations in those areas. He is a charter member of The Indus Entrepreneurs (TIE), which was founded by successful entrepreneurs and professionals with roots in the Indus region; a board member of New Jersey Technology Council (NJTC); a board member of South Asian Pharmaceutical Council (SAPC); and a member of board of visitors for College of Computing at NJIT. ♦

Jassi Chadha, Head of Analytics Practice at marketRx, is known as an industry visionary in the area of sales and marketing analytics.

**DID YOU KNOW?**

Now Head of Analytics Practice at marketRx, Jaswinder Chadha won the Entrepreneur of the Year award from Ernst & Young in 2004.

**Fair Ethical**

**NAME:** Jaswinder S. Chadha

**CURRENT POSITION:** Head of Analytics Practice, Cognizant Technology Solutions

**EDUCATION:** Ph.D. (ABD), Texas A&M University; M.S., The University of Texas at El Paso; B. Tech, Indian Institute of Technology

**DATE AND PLACE OF BIRTH:** Feb. 1968, India

**FIRST INDUSTRY-RELATED JOB:** Analyst, Health Products Research

**DREAM JOB:** Chef

**PROFESSIONAL MENTORS:** Dr. Robert Brown, Health Products Research; Dr. Amarpreet Sawhney; Rick Braddock

**CONNECTED VIA:** LinkedIn, Plaxo, Twitter

**WORDS TO LIVE BY:** There are three things that are important to succeed in business: intelligence, luck, and hard work; you can't do much about the first two

**COMMITMENT TO A HIRE PATH**

OVER THE PAST 35 YEARS, DENISE DEMAN-WILLIAMS HAS BUILT BENCH INTERNATIONAL FROM SCRATCH TO A MULTIMILLION DOLLAR COMPANY WITH A GLOBAL PRESENCE. IN THAT TIME, SHE HAS HELPED TO ADVANCE THE CAREERS AND BUSINESSES OF MORE THAN 1,000 LEADERS WITHIN THE LIFE-SCIENCES SECTOR.

Ms. DeMan-Williams started her business when, as a science graduate in the 1970s, she was told that getting a job or further grant money for additional research would be difficult and she should think of a more "traditional woman's career."

Never one to accept linear thinking, Ms. DeMan-Williams raised money, including participating in the Wheel of Fortune game show and using her winnings as seed money, to start Bench International to help others find better roles and futures in the life-sciences sector.

Her early experience certainly fueled her commitment to actively support diversity hiring well before it was a trend or policy for most companies. Over the years, she has helped to advance the careers of many women and minorities and championed the diversity of experiences and perspectives that are so vital to innovation.

Today, Ms. DeMan-Williams maintains Bench as a private, woman-owned enterprise.

Her drive for excellence, tireless perseverance, intelligence, strong values, and compassion make her particularly effective. She has extensive knowledge of the healthcare industry and offers creative solutions to organizational issues.

Known to all as DeeDee, she gets to know potential future leaders early in their development and treats such relationships as treasures to be nurtured and developed over time, maintaining long-term relationships with those she has worked with. She takes the time to touch base with those she has placed over many years.

With the courage to deliver candid and appropriate feedback to both hiring executive and candidates, she will encourage someone who doesn't have relevant skills or people management training to go and get them or present an alternate career path.

When frankness is called for, Ms. DeMan-Williams knows full well it can be difficult to walk that fine line of providing strong counseling for clients to seek the best. Having the drive to make things happen and an ability to understand an individual's potential, she

**JAY DEAKINS****SYSTEMS SIMPLIFIER**

WITH VISION, PERSISTENCE, AND CREATIVITY JAY DEAKINS IDENTIFIED A MARKET VOID IN THE PHARMACEUTICAL INDUSTRY AND BUILT A SOLUTION AND A COMPANY AROUND THAT IDEA.

During his career, it became apparent to Mr. Deakins that single-system integration was critical for the industry. Mid-to-large-sized process manufacturers, particularly companies with complex business requirements like pharmaceutical manufacturers, did not have fully integrated business software systems. Many companies were using multiple, disconnected software systems to manage their businesses and typically were using spreadsheets and handwritten documents to fill in the gaps.

The problem with such an approach was that companies were at greater risk for data entry and transcription errors and they spent extra time and money simply trying to keep their systems up-to-date and functioning properly.

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# DENISE DEMAN-WILLIAMS

## Tenacious • Passionate

**NAME:** Denise (DeeDee) DeMan-Williams

**CURRENT POSITION:** Founder, Chairman, and CEO, Bench International

**EDUCATION:** Double Masters, Speech Pathology, Auditory Pathology, San Diego State University

**DATE AND PLACE OF BIRTH:** Aug. 10, 1952, Los Angeles

**FIRST JOB:** Model; stock girl at 13

**DREAM JOB:** Founding an investment company for start-up companies

**PROFESSIONAL MENTORS:** Clients, candidates, her children, her husband Steven, her mother, and her grandmother

**WORDS TO LIVE BY:** The more you share, the more you give; the more you do, the wealthier you will always be

never shies away from challenging others to do their best.

Clients applaud her high-quality sourcing of candidates, her thorough vetting process, and her ability to not only match skill sets, but also mind-sets. The people Ms. DeMan-Williams has placed, and her wise counsel, have helped create strong teams with forward-thinking strategists.

One of the more rewarding aspects of her job came when Ms. DeMan-Williams' mother-in-law was able to take a drug that gave her another five-plus years of quality life. She says knowing her company had a small part in putting the right people in place in the company that produced the drug was a great moment of career realization.

Even in the most challenging business environment, Ms. DeMan-Williams remains energized and eager to inspire and engage with those around her.



Jay Deakins, President and Founder of Deacom Inc., had the insight to create an innovative and useful technology solution for the pharmaceutical industry and the entrepreneurial skills to develop and build a company around that solution.

In response, Mr. Deakins set out to simplify the complex business processes of pharmaceutical manufacturers by integrating all of their business processes, including sales, purchasing, formulation, inventory and lot control, production, accounting, and regulatory reporting into a single system.

He established the headquarters of his start-up software business in his mother-in-law's basement. From there, working nearly around the clock, Mr. Deakins began building Deacom. During the day, he single-handedly sold Deacom integrated accounting and

### DID YOU KNOW?

Jay Deakins once had a license with Major League Baseball to sell mustard packets with team logos on them.

Though the strength of Ms. DeMan-Williams' convictions have, at times, hurt her ability to drive additional business for her boutique firm, her willingness to stand up for her values continues to inspire many pharmaceutical executives.

With a passionate belief in all of the good the industry can do, Ms. DeMan-Williams becomes frustrated when those in the industry fall short of that vision. For example, she had the courage to walk up to an open microphone and tell a room full of pharmaceutical executives that they were driving away young talent from their research campuses and sending them flocking toward smaller, more creative biotech companies, which are more congenial and more willing to take risks. Her call to arms is to encourage the industry's executives to project an image of integrity and responsibility to ensure the industry is recognized as a positive force.

But her commitment to industry remains unwavering and she is eager to play whatever part she can to turn the ship of the pharmaceutical sector into a series of sleek small crafts with the finest navigators in the world on board.

Ms. DeMan-Williams is strongly committed to philanthropy, industry, and commu-

enterprise resource planning (ERP) software systems and provided customer support. By night, he wrote software code to advance the system.

His hard work began to pay off. The following year,

Mr. Deakins moved the business from the basement into his house and in 1999 he relocated the company to its first corporate offices.

Today Deacom is thriving, with more than 100 installations throughout North America. Driving the company to success as a single, integrated ERP system vendor for mid-to-large sized pharmaceutical manufacturers has been a challenging journey, but also a highly rewarding one for Mr. Deakins.



### DID YOU KNOW?

DeeDee DeMan-Williams got the "seed financing" for Bench by being one of the first contestants on the Wheel of Fortune and winning the maximum the FCC would allow.

Bench International's Founder, Chairman, and CEO, DeeDee DeMan-Williams is generous, intelligent, innovative, creative, and inspiring in the most compassionate way.

nity organizations. She has been a Hall of Fame Inductee of the National Association of Women Business Owners, board member for the West Coast Chapter of the Healthcare Businesswomen's Association, founder of The Forum of Global Pharmaceutical Diversity and Inclusion (FRxDI), member of the board of Learning Forum International, which is focused on youth achievement, as well as a member of the board of Israel Cancer Research Fund (ICRF). ♦

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His dedication to helping the industry improve business processes is evident in his contributions to various associations, including the Generic Pharmaceutical Association (GPhA), Eastern Technology Council, Society of Chemical Manufacturers and Affiliates (SOCMA), and Manufacturing Enterprise Solutions Association (MESA).

For his efforts, Mr. Deakins was named a finalist in the Executive of the Year — Computer Software category of The 2009 American Business Awards. ♦

## Persistent • Creative

**NAME:** Jay T. Deakins

**CURRENT POSITION:** President, Deacom Inc.

**EDUCATION:** University of Miami

**DATE AND PLACE OF BIRTH:** May 1964, San Francisco

**FIRST JOB:** Picking up golf balls, driving range

**FIRST INDUSTRY-RELATED JOB:** Founder, Deacom Inc.

**WORDS TO LIVE BY:** That which you would do tomorrow, do today

## ON A MISSION FOR MEDICAL RESEARCH

CEO and Co-founder of SERRG, Dr. Jeff Kingsley impacts the community through his vision and dedication to providing free healthcare to those in need.

**Driven • Conscientious**

**NAME:** Jeffrey Kenneth Kingsley, D.O.

**CURRENT POSITION:** CEO, SERRG Inc.

**EDUCATION:** D.O., Philadelphia College of Osteopathic Medicine; M.S., Biochemistry, University of Scranton; B.S., Liberal Studies, University of Scranton; currently pursuing an MBA from Emory University

**DATE AND PLACE OF BIRTH:** March 1969, Portsmouth, Va.

**FIRST JOB:** A newspaper route

**FIRST INDUSTRY-RELATED JOB:** Associate Director of a family medicine residency program; clinical investigator

**DREAM JOB:** Astrophysics and particle physics

**CONNECTED VIA:** Facebook, LinkedIn

**WORDS TO LIVE BY:** Try

**WITH A CLEAR GOAL IN MIND, JEFF KINGSLEY, D.O., CPI, IS LEADING A CRUSADE FOR THE MEDICAL RESEARCH INDUSTRY. HE HAS A PASSION FOR CHANGING THE INDUSTRY STANDARDS OF MEDICAL RESEARCH AND PHARMACEUTICALS TO MAKE THEM MUCH MORE EFFECTIVE AND OBTAINABLE TO EVERYONE.**

A young entrepreneur, Dr. Kingsley believes with a lot of hard work and dedication, he and his staff can improve the standard of care for patients in need.

When Dr. Kingsley and his co-founder Joseph Surber, D.O., CPI, established their first company and began conducting all aspects of research on their own, he began to recognize the complexities of the research industry and the absolute need for more and better research to be performed. That's when he began to understand how to improve the process.

He says the problem with clinical research is the industry is still in its adolescence and is struggling to find the best way to perform medical research efficiently while maintaining high standards for quality and ethics. The problem, he believes, is that there is little standardization and little firm guidance as to what is expected in the conduct of research trials. As a result, there are numerous areas where clinicians open themselves to errors: 60% of all doctors who get involved in research quit within one year because of the unseen and, many times, unnecessary difficulties involved.

He and Dr. Surber started Southeast Regional Research Group Inc. (SERRG) from the ground up to address these issues.

He empowers and supports his employees to be the best they can every day and to strive for excellence in everything they do. With a positive outlook on changing the world, he encourages those who work with him to strive to make a difference in the lives of all who come through the doors. And he inspires the numerous doctors and nurses in the

**DID YOU KNOW?**

Dr. Jeffrey Kingsley provides 100% free healthcare to all of his patients.

communities he serves. Driven, Dr. Kingsley is compelled to do as much as possible every day.

He cares deeply about those around him, and those who work alongside him say his happy-go-lucky demeanor excites them to come to work and help their community.

Watching SERRG grow and evolve and working alongside a strong team of dedicated individuals has been hugely fulfilling for Dr. Kingsley. He says the businesses have taken on a life of their own because of the great people working there.

Of critical importance in starting SERRG was making a difference in the world of medicine by offering no-cost healthcare and medical research volunteer opportunities to people in the community. For example, volunteers receive a medical assessment and lab results, at no cost, as well as investigational medication that may help their condition.

Dr. Kingsley's vision of providing free healthcare to those in need has had a huge impact on the community. He provides 100% free healthcare to all patients who are seen at the company's facility, whether they enter a research trial or not.

Beyond the huge difference he and his colleagues make in patients' lives through free healthcare, Dr. Kingsley contributes to Heifer International, United Way, and The March of Dimes. He also donates to the Goodwill.

All these organizations appeal to him because they each work to teach others to fish rather than simply to provide fish, as the saying goes.

In addition, he donates time toward improving medical education in two ways: he is president of the Association for the Behavioral Sciences in Medical Education and he teaches medical residents through the Internal Medicine Education and Research Foundation. ♦

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**DR. JEFFREY KINGSLEY**

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# JULIE KAMPF

## INNOVATION AND GIVING IN ONE DYNAMIC PACKAGE

**STRIVING DAILY TO BE A STRONG MENTOR, A COMPASSIONATE LEADER, AND A CITIZEN WHO GIVES BACK TO THE COMMUNITY, JULIE KAMPF HAS BUILT A REPUTATION FOR HER COMMITMENT WITHIN THE PHARMACEUTICAL INDUSTRY AND BEYOND.**

Her passion for finding and growing the right talent for the industry goes way beyond a business goal. Not only is she focused on finding the right fit for her clients, but she personally invests in helping individuals to fully develop their talents and potential.

In just six years, Ms. Kampf has built an enterprise of three ventures and more than tripled business (335%) with clients that include multinational companies. It has led to a personal triumph for Ms. Kampf: being chosen as one of the Top 50 Women in Business in the state of New Jersey.

An industry innovator, Ms. Kampf created a five-member advisory board to ensure that all companies under her leadership establish and follow world-class standards.

The biggest challenge, she says, has been to keep the business growing and thriving in a difficult economic environment, in particular trying to ensure security for the people who work for her.

For her, a big worry for the industry is sustainability of large entities with looming healthcare reform and cost-containment objectives and, related to that, how those who have lost their jobs will find new employment.

Determined, Ms. Kampf never gives up when it comes to finding a solution to any challenge. At the same time, she seeks input from others, and she is self-aware enough to know when she doesn't have the answer.

Her commitment to advancing the leadership opportunities for women in healthcare is awe-inspiring.

She currently serves as president of the 1,700-member Metro Chapter of the

Healthcare Businesswomen's Association (HBA), where she is launching a philanthropic initiative to bring to life members' commitment to caring for others. She is a frequent speaker and facilitator at the HBA's national workshops and the annual leadership conference and chaired its global Rising Star program for several years. For the Metro Chapter, she also has been co-director of programs and managing director of development.

To help executive women build their careers, she has created the STAR (Skills, Talent Assessment, and Reach out) system that shows how to conduct mentoring and networking. She also has provided insights for the women's business magazine *Pink*, published articles on women's career development and diversity management, and spoken before many organizations on topics such as women re-entering the workforce, the value of diversity, and how to integrate philanthropy into one's daily life.

On top of all this, Ms. Kampf finds time to invest in the world around her. She serves on a board at Howard University, where she

co-chairs initiatives for students who see themselves as future entrepreneurs. She is raising money for an entrepreneurial center at the university and has established an award in the name of her search firm for the student who writes the best plan for launching a small business. She also is a founding member of the Bergen County (NJ) chapter of Women United in Philanthropy, a member of the Women President's Organization, a member of the National Association of Professional Women, as well as a former member of the board of directors of the International Association of Corporate and Professional Recruitment (IACPR) and of the Girl Scout Council of Bergen County. In addition, Ms. Kampf raises money for charities, including Guiding Eyes for the Blind and Susan G. Komen for the Cure, and she supports organizations such as Table to Table, which delivers food to those most in need, and The Women's Health and Counseling Center. ♦

### DID YOU KNOW?

In 2009, Julie Kampf was chosen as one of the Top 50 Women in Business in the state of New Jersey.



JBK Associates' CEO and Founder Julie Kampf works closely with her clients to provide the market insights, intelligence, and star talent to help their businesses grow and forge ahead.

## Determined • Self-Aware

**NAME:** Julie B. Kampf

**CURRENT POSITION:** President and Founder, JBK Associates Inc.

**EDUCATION:** B.A., Political Science, University of Rhode Island

**DATE AND PLACE OF BIRTH:** July 1961, New York

**FIRST JOB:** Executive management program, Macy's

**DREAM JOB:** Today Show anchor

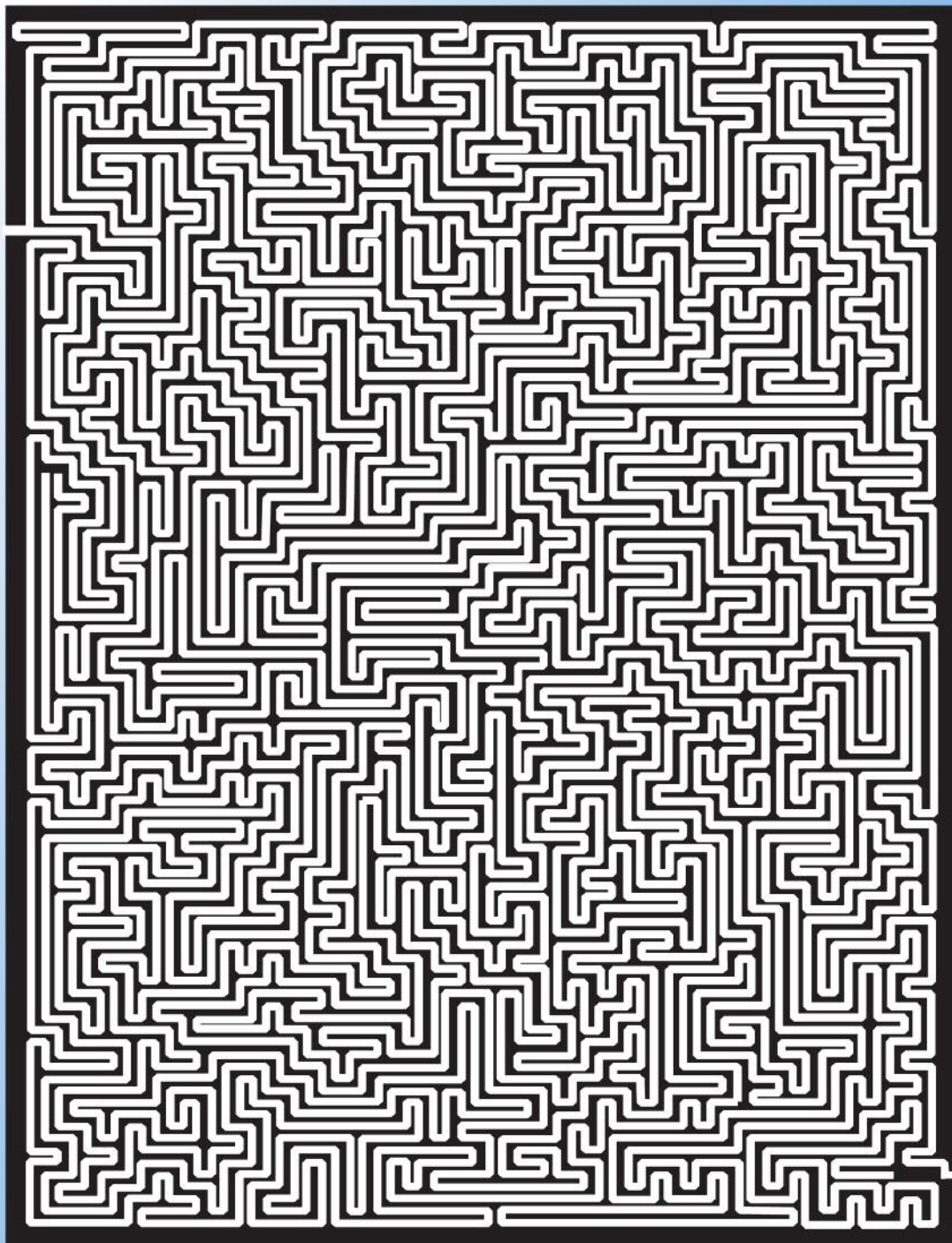
**PROFESSIONAL MENTOR:** Father

**CONNECTED VIA:** Facebook, LinkedIn

**WORDS TO LIVE BY:** What the mind can see it can achieve

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## DRIVING QUALITY WITH A QUIET CONFIDENCE

**RECOGNIZED BY MANY ORGANIZATIONS AS A RESPECTFUL LEADER IN THE CLINICAL RESEARCH COMMUNITY, ELLEN MORGAN HAS BUILT SYNERACT ON A PLATFORM OF SHARED WORK AND SHARED VISION.**

Ms. Morgan co-founded Syneract, a midsized CRO, in 1995 with Russell Holmes and built the company, with no funding, from two employees to a \$40 million company with more than 245 employees today. From the start, the primary goal has been to provide the best customer service to clients using key values of flexibility, responsiveness, and quality.

Clients are assigned their own project teams that interact directly with them to better understand their specific needs and to determine the best approach to conducting clinical trials. This system of client support has resulted in greater than 95% repeat clients and client referrals.

With determination and a natural bent for problem solving, Ms. Morgan works toward uncovering solutions and reaching goals. She maintains there is almost always a solution to a problem. It just requires thinking creatively and considering all alternatives.

Her next goal for Syneract is to establish a



Whether it is her successful creation of a multimillion dollar company, her consideration of both employees and clients, or her strong mentorship of those around her, Syneract Founder, President, and CEO Ellen Morgan is truly an incomparable leader.

global footprint for the company so she and her colleagues can continue to help clients with Phase III. The biggest challenge for industry, she says, is enrolling patients into clinical trials in a timely fashion.

Ms. Morgan runs her company with focus on a work/life balance. She recognizes the contributions of Syneract's dedicated employees and treats each employee with respect and compassion.

In addition, she structures the company to allow highly motivated employees to cross into other areas or departments of interest. She provides opportunities for them to develop their career preference. The care Ms. Morgan has instilled in Syneract's corporate culture is evidenced in the company's low turnover rate —

### DID YOU KNOW?

Ellen Morgan's first job was as a research chemist at Sterling Drug.

## Determined · Problem-Solver

**NAME:** Ellen Morgan

**CURRENT POSITION:** Founder, CEO, and President, Syneract

**EDUCATION:** M.S., Management Engineering, Rensselaer Polytechnic Institute; B.S., Chemistry, Siena College

**DATE AND PLACE OF BIRTH:** April 1953, Albany, N.Y.

**FIRST JOB:** Department store clerk

**FIRST INDUSTRY-RELATED JOB:** Research Chemist, Sterling Drug

**DREAM JOB:** Working in U.S. national parks

**PROFESSIONAL MENTOR:** David Hale

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** You can do anything you put your mind to

around 14% compared with the industry average of around 23%.

Experience has taught her that people are a company's top asset. Early on at Syneract, she was asked by a client why her company would provide higher quality work than the competitors. After some thought, she realized that while the technology and the SOPs are certainly important, it's really all about the people doing the work. If the employees feel motivated, appreciated, and important to the team, then they will go the extra mile for the clients.

Ms. Morgan is quiet, thoughtful, confident, detail-oriented, and believes in providing a quality product for a fair price. In a world of loud, rude, demanding, take-no-

## BLAZING A TRAIL IN PUBLICATION PLANNING

**AN EXEMPLARY LEADER IN THE FIELD OF PUBLICATION PLANNING, BOB NORRIS HAS BLAZED A PATH FOR MEDICAL COMMUNICATIONS.**

An entrepreneur, he started Complete Healthcare Communications (CHC), a medical communications company, in 1994 to address unmet needs in the pharmaceutical industry, where he worked for many years. He has taken the company from a three-person organization to a 112-person highly competitive and profitable medical education company that focuses on the dissemination of clinical trial data to further the advancement of patient care. Today, CHC is part of Medi-Media, which acquired the company in 2007.

He has set CHC on a strong and professional footing. Building the company on a team model, he has attracted some of the finest medical writers in the industry. In addition, he has launched two sister organizations, Complete Publication Solutions and CHC Europe.

His firm has built long-term, trusted advisor relationships with most major pharmaceutical companies and is proactive in responding to the

changing needs of both clients and employees. In addition, and just as important as his commercial success, Mr. Norris is a founding member of ISMPP (the International Society of Medical Publication Professionals), an organization that has taken the lead in the development of ethical standards of transparency and disclosure for publication planning and medical writing. He also serves as a passionate advocate of the industry in the mainstream press, which often misunderstands or even maligns the balance between industry, research, and publishing.

He is truly excited by what the industry has and continues to achieve. For example, he says advances in the fight against cancer lead him to believe and hope that more and more forms of cancer will be treatable and perhaps even curable.

Persevering in all he does, when Mr. Norris sets a goal or objective he works doggedly to achieve that objective regardless of detours or twists along the way.

His leadership style is open and he is willing to listen to all types of opinions or advice from anyone who is willing to step up and take a position.

Mr. Norris is committed to the highest busi-

As the Founder and President of CHC, Bob Norris has continually strived to uphold the highest values in medical communications.



### DID YOU KNOW?

Robert Norris was elected to serve as a Township Supervisor in New Garden, Pa.

ness ethics, and he has a true interest in the individuals who make up the company, placing personal calls to recognize birthdays and the anniversaries of their employment. Above all he provides them with support for their work. He is well-liked and respected by his employees, as reflected in the very low staff turnover. At each company meeting, Mr. Norris recognizes the long-serving employees; five-year veterans are given an engraved clock and \$500, while those who have been with the company for 10 years are given an all-inclusive week-long paid vacation and \$1,000.

The 15-year journey in starting and growing CHC has been a thrilling one for Mr. Norris, and he

prisoners attitude, she restores the faith of others in the basic values of honesty, integrity, and hard work. As a result of her leadership, no one in the company wants to do less than their very best.

Believing in giving back, Ms. Morgan encourages her employees to contribute their time to charities. This past year, Synteract sponsored families whose children were ill and provided everything they needed or wanted for celebrating a traditional Christmas, as well as conducting clothing drives, and so on.

She also makes personal contributions. Currently she is the Chair of the 2009 Go Red for Women Heart Ball, benefiting the American Heart Association, and she is strongly committed to the AHA because cardiovascular problems are common in her family. In addition, she helps Ronald McDonald House, saying while she has been lucky to have healthy children, many families are not so fortunate. Through Ronald McDonald House, families with children with serious health problems receive much-needed support, both financial and emotional.

In 2008, Ms. Morgan was honored with the Athena Pinnacle Award for an Individual in Services at the organization's annual awards event in San Diego. The Pinnacle Awards, given to only four individuals and one company each year from a field of hundreds, recognize men and women who support the Athena vision to foster personal and professional change through inclusion, risk-taking, education, recognition, and diversity of thought, thereby enhancing competitiveness and opportunity in the San Diego business community. ♦

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## Persevering • Open-Minded

**NAME:** Robert A. Norris

**CURRENT POSITION:** Founder and President, Complete Healthcare Communications (CHC)

**EDUCATION:** MBA and B.S., University of Miami

**DATE AND PLACE OF BIRTH:** April 1959, New Britain, Conn.

**FIRST JOB:** Newspaper delivery, McDonald's

**FIRST INDUSTRY-RELATED JOB:** Sales Representative, Stuart Pharmaceuticals (now AstraZeneca)

**PROFESSIONAL MENTORS:** Bill Laylor, formerly with Stuart Pharmaceuticals; Mike Asbury, formerly with ICI Pharmaceuticals

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Never sacrifice your honesty and integrity; nothing is more important to keep or harder to regain

looks forward to continuing to grow the company and increasing the services it provides to clients, as well as to expanding employment opportunities.

On the personal side, Mr. Norris serves his community as an elected township supervisor in New Garden Township, Pa.

To get above the day-to-day fray, he is also a certified pilot. ♦

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# TED LAWRENCE

## READY FOR THE FUTURE

**FOR MORE THAN 20 YEARS, TED LAWRENCE HAS INSPIRED, MOTIVATED, AND INFLUENCED CORPORATE LEADERSHIP, CREATIVITY, MARKETING, STRATEGY, AND MORE WITHIN HEALTHCARE COMMUNICATIONS.**

### DID YOU KNOW?

Ted Lawrence made the Boston University (Division 1) ice hockey team as a "walk-on" goaltender.

He embodies the panache and conviction of a formidable leader with the foresight to build a unique agency that is designed to support the changing needs of pharmaceutical marketing and the future of the people who work for him. He devoutly believes in agency services and products that are intellectually honest, responsive, and focused; he has created an agency centered on those principles.

Mr. Lawrence has long been ahead of industry trends, presenting the opportunities, not obstacles, and offering breakthrough strategies. He has been an innovator during the good times and the challenging times, understanding that both environments are full of opportunities.

The defining moment for marketers, he says, was the original direct-to-consumer commercial for Rogaine, which ushered in the era of the consumer as a pharma brand decision driver.

He understands the pharmaceutical business both from a strategic standpoint as well as from all relevant vantage points within an organization — client, account, creative, and agency infrastructure. He says the industry must come to grips with the need to constantly and systematically reengineer itself clinically, commercially, and corporately to maintain continued growth and vibrancy in an age of fewer megabrands and more specialty molecules with targeted patient populations.

Those who work with him say he possesses the rare combination of extraordinary strategic insight, creative instincts, and the exceptional powers of communication necessary to affect real change.

He is effusive with his ideas and ideologies, inspiring his employees and clients to accomplish successful, effective solutions for their brands.

For example, he has repositioned the migraine relief medication Zomig late in its life cycle to achieve differentiation beyond the available data. He had the creative insight to draw on the self-perception of the female migraine sufferer and what she demands of herself to craft the brand's positioning as the only migraine medication that can meet her high standards. This integrating of patient psychographics with the brand's benefits strengthened its market proposition and resulted in a campaign that demonstrably revitalized the brand's image among prescribers.

Other key achievements in his career include leading the Y&R/S&H effort for the global launch of Lipitor, a significant challenge and a standout moment. ♦

Ted Lawrence, Founder and CEO of Lawrence & Company, has the vision to see how the marketing needs of the branded pharmaceutical industry are changing and has built an agency to meet the challenges of a new landscape.

## Passionate • Undeterred

**NAME:** F. Theodore (Ted) Lawrence

**CURRENT POSITION:** Founder and CEO, Lawrence & Company

**EDUCATION:** B.A., Philosophy, Boston University

**DATE AND PLACE OF BIRTH:** Jan. 1959, Summit, N.J.

**FIRST JOB:** Marketing Research Assistant, Hill Holliday

**FIRST INDUSTRY-RELATED JOB:** Assistant Account Executive, Klemtner Advertising

**WORDS TO LIVE BY:** No matter how hard you try, the only thing you can consistently control in life is the way you choose to feel about the things that happened to you along the way

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**A VISION FOR INSIGHTFUL PR**

**AFTER WORKING FOR MORE THAN 10 YEARS FOR LARGE PR COMPANIES IN SUCH AREAS AS FASHION, MUSIC, AND TECHNOLOGY, GEORGETTE PASCALE FOLLOWED HER PASSIONS AND STARTED HER OWN VIRTUAL HEALTHCARE-FOCUSED PR FIRM, PASCALE COMMUNICATIONS.**

With careful and considered thought, she found her niche by focusing only on pharmaceutical, medical device, and other healthcare-related topics to truly differentiate her team from other public relations firms.

She quickly became a person of note in the ophthalmology and optometry fields through her successful client work and is now branching out to several other pharmaceutical fields, such as dermatology, neurology, and infectious disease, among others.

Ophthalmic industry leaders in particular would likely shout out her name if asked who is the most respected and “on it” PR person in the business.

Now almost five years down the road, Ms. Pascale is watching her small company not only survive but thrive. She maintains that by creating a healthcare PR niche, she and her team have been able to make a positive difference to the perception of clients’ brands — for both big pharma and smaller start-up companies.

Working out every problem with class and a cool head, Ms. Pascale goes out of her way, and well beyond contract expectations, to please her clients.

A great networker and strategist, Ms. Pascale says she is eager to find a way to partner with other companies that do similar but uniquely different promotional activities in order to “pitch” new business together. This would enable Pascale Communications and partners to offer many different services. To that end, she is starting to develop a network of strategic partners. Already, her company has seen new clients come in from these partners and her company has been able to return the favor.

She treats all who work for her with respect, demonstrating care and support for their work and ideas and constantly offering advice and encouragement. A born leader, Ms. Pascale happily imparts her knowledge and instincts to those who work with her. And she has a knack for being able to see beyond what individuals regard as their limitations.

She acknowledges that managing people can have its difficulties. Quite rightly, she says people have high expectations and even fair leaders cannot avoid all sensitivities. As Ms. Pascale says, business is business but sometimes managing people can be misconstrued as personal.

Naturally generous, Ms. Pascale lives her life by giving back — with her time, financially, through rewards and bonuses for her employees, and by cherishing friends and family.

Philanthropic work gives her a sense of fulfillment; she describes it as karmic since people have been generous and supportive of her on her journey, and in return she hopes to do the same for others on theirs.

Ms. Pascale routinely provides her marketing and public relations expertise to advance the objectives of several nonprofit organizations such as Prevent Blindness America (PBA) and Ophthalmic Women Leaders (OWL). She is on the marketing committees for both organizations and leads all networking and PR functions. She also serves on the board of directors for The Children’s Home and Lemieux Family Center and The Children’s Museum in Pittsburgh. And she is a co-chair and committee head for the annual fundraiser for the Children’s Home.

Eager to provide mentorship, Ms. Pascale serves as the executive in residence for Chatham University, where she frequently lectures on women in business and entrepreneurship. Additionally, she serves as a mentor to several students and offers them advice on business development and networking.

Ms. Pascale is savvy, trustworthy, caring, shrewd — in the nicest sense of the word — and has boundless energy. She inspires through her business ethics, work tactics, family focus, and philanthropy. ♦

**Problem-Solver • Generous**

**NAME:** Georgette M. Pascale

**CURRENT POSITION:** Founder, CEO, President, Pascale Communications

**EDUCATION:** B.S., Marketing Communications, Fashion Institute of Technology

**DATE AND PLACE OF BIRTH:** March 29, 1974, Bridgeport, Conn.

**FIRST JOB:** Making copies, Trumbull High School

**FIRST INDUSTRY-RELATED JOB:** Assistant Account Executive, Hill and Knowlton

**DREAM JOB:** Lawyer

**PROFESSIONAL MENTORS:** Jane Wolf, Allergan Pharmaceuticals; Stacy Weiss, Weisshouse; Brian Flynn, Scholtsberg Flynn

**CONNECTED VIA:** Facebook, LinkedIn, Plaxo

**WORDS TO LIVE BY:** Don’t forget where you came from; you can’t fix everything

**DID YOU KNOW?**

Georgette Pascale believes whole-heartedly in “paying it forward.”

Founder, CEO, and President of Pascale Communications  
Georgette Pascale has a knack for instilling a can-do way of thinking in everyone she works with.

**STUART PELTZ, PH.D., IS ONE OF THE MOST INDEPENDENT THINKERS IN THE BIOPHARMACEUTICAL INDUSTRY.**

He combines scientific creativity with business pragmatism and operational ingenuity.

Over the past several decades, the process of drug development has directed small molecules toward specific proteins, which is how most conventional drugs work. Dr. Peltz’s paradigm shifted the playing field entirely, focusing instead on developing small-molecule drugs that target RNA. This shift in thinking influenced and inspired many in the field to view drug discovery with a fresh perspective.

As founder, president, and CEO of PTC Therapeutics, Dr. Peltz has shepherded his research team from hypothesis to proof of concept with the development of Ataluren, the first investigational treatment designed to enable the formation of a functioning protein in patients with genetic disorders caused by nonsense mutations. The product has the potential to be the first disease-modifying treatment for Duchenne muscular dystrophy, cystic fibrosis, and a host of other life-threatening genetic disorders.

Working in the area of rare diseases, Dr. Peltz notes that the Orphan Drug Act has been of key significance, and it marked a pivotal moment in legislation acknowledging the importance of the development of therapies for patients with rare disorders.

As with anyone in research, his journey from the lab to the clinic has had challenges, but Dr. Peltz’s fortitude and persistence in visualizing a concept and reducing it to practice enabled him to cultivate and inspire one of the most innovative teams in the biopharmaceutical sector. An optimist and persistent leader,

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## DOGGONE INNOVATIVE

**DID YOU KNOW?**

Kenneth Phelps was part of a group that dribbled a basketball 596 miles across the state of Nebraska.

**GIVING CLIENTS MORE THAN THEY EXPECT IS HOW KEN PHELPS APPROACHES BUSINESS.**

As founder, president, and CEO of Camargo Pharmaceutical Services, Mr. Phelps has carved out a distinct niche for his company: helping companies earn 505(b)(2), a pathway typically used for drugs that previously have had FDA approval and are being repositioned.

He provides companies with insights that they may otherwise struggle to attain, and he goes the extra distance to guide clients through the regulatory maze.

Over the years, he has aided in the successful FDA approval of numerous compounds.

During his career, he has deftly handled some huge issues. For example, he identified then fixed the problem that caused a \$98 million recall of a product, which at the time was the largest in history.

He has also been witness to some huge changes in the industry, saying he is old enough to have seen the implementation of an efficacy standard for drugs.

Willing to push the envelope and educate an industry on the subtleties of regulatory submissions, Mr. Phelps had the forethought to begin his own blog, which he called Ken's Kennel (camargoblog.com).

This has proved to be a source of educational insight for drug developers around the globe. It also speaks to the core belief of its founder, which is that more knowledge and better drug development benefit everyone in the industry.

With the belief that you can, in fact, teach old dogs new tricks, Mr. Phelps and his staff help to breathe new life into an old drug by helping companies improve a product's efficacy or safety and creating an extended-release version or a pediatric product. That approach goes a long way to explain the company's mascot, Margo the boxer.

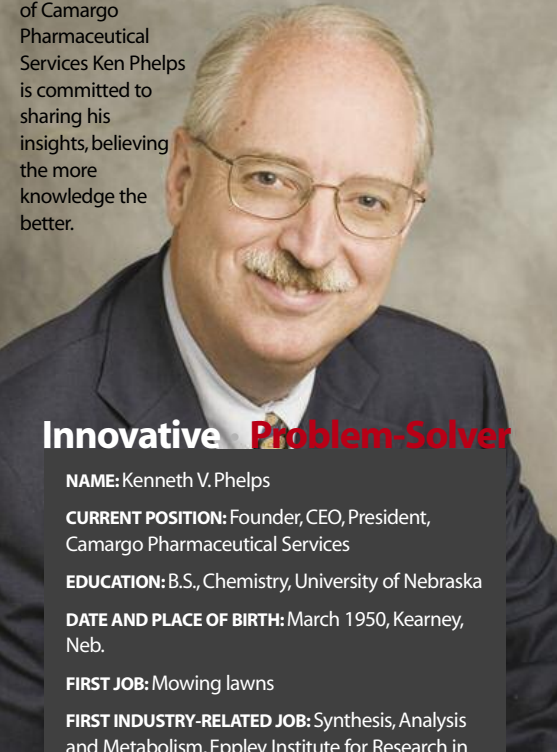
Starting the company and building a talented team to guide clients have led Mr. Phelps on an exciting journey, and his goal is to bring Camargo to a point where it can be sustained without him.

A true leader, Mr. Phelps is that unique individual who puts everyone at ease, the one people turn to find a solution to a difficult problem, the one who can see the opportunity in each venture.

He believes in what the industry has accomplished already and says the next achievement must be to improve the quality of life while at the same time extending it. And he is deeply concerned about the way the industry is perceived and how the media misrepresent it. ♦

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President, CEO, and Founder of Camargo Pharmaceutical Services Ken Phelps is committed to sharing his insights, believing the more knowledge the better.

**Innovative Problem-Solver**

**NAME:** Kenneth V. Phelps

**CURRENT POSITION:** Founder, CEO, President, Camargo Pharmaceutical Services

**EDUCATION:** B.S., Chemistry, University of Nebraska

**DATE AND PLACE OF BIRTH:** March 1950, Kearney, Neb.

**FIRST JOB:** Mowing lawns

**FIRST INDUSTRY-RELATED JOB:** Synthesis, Analysis and Metabolism, Eppley Institute for Research in Cancer

**DREAM JOB:** Photographer

**PROFESSIONAL MENTORS:** Dr. John Bodenmiller, Dr. Ray Klein, Tom Arington, Roger Griggs

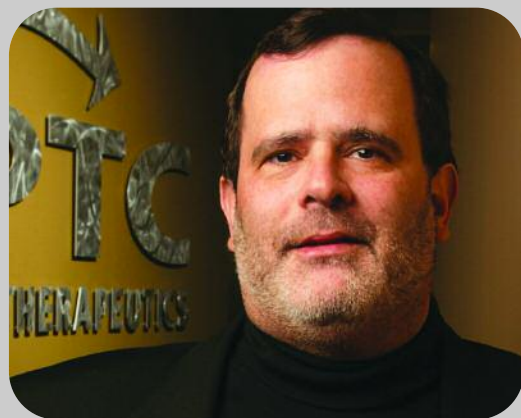
**CONNECTED VIA:** LinkedIn

## DR. STUART PELTZ

## SHIFTING THE RESEARCH PARADIGM

**DID YOU KNOW?**

Dr. Stuart Peltz's first job was as a computer programmer for city college in high school.



Dr. Stuart Peltz combines scientific creativity, business pragmatism, and operational ingenuity to encourage a new perspective on drug discovery in his role as President and CEO of PTC Therapeutics.

Dr. Peltz understands that building a biotech company from basic science to late-stage clinical development takes a lot of determination and faith and

the ability to find the positive element in any outcome.

Equally, Dr. Peltz is an astute leader helping the company to pursue its science despite the constraints of the financial environment. Through careful financial management, prioritization, and the identification of alternative sources of capital, PTC has built a broad pipeline across multiple therapeutic areas. One of his key areas of influence is the utilization of government and foundation grants to fund scientific programs.

He urges the scientific community at large to be as creative about financing as it is about science, and he notes that without financing to support early concepts in drug discovery, patients with the highest unmet medical needs will be most impacted.

The toughest part of the journey for Dr. Peltz has been learning all of the other disciplines involved in building a sustainable organization with a strong pipeline of potential products, including clinical development, intellectual property, and finance.

He draws inspiration from the families of the patients with whom he and his colleagues interact,

**Persistent Optimistic**

**NAME:** Stuart W. Peltz, Ph.D.

**CURRENT POSITION:** Founder, President, and CEO, PTC Therapeutics

**EDUCATION:** Ph.D., Oncology, University of Wisconsin, Madison, McArdle Laboratory for Cancer Research; B.S., Chemistry, University of Illinois, Champaign-Urbana

**DATE AND PLACE OF BIRTH:** Sept. 1959, Chicago

**FIRST JOB:** Computer Programmer for city college in high school

**DREAM JOB:** Restaurant owner

**PROFESSIONAL MENTORS:** Bob Swanson, Co-founder, Genentech; Sol Barer, Founder, Celgene

**WORDS TO LIVE BY:** An empty bench is better than an empty head

the foundations PTC works with, and the employees of PTC who are passionately committed to finding and developing treatments to make a difference in patients' lives. His leadership style is humble, down to earth, conciliatory, and creative.

In addition to the areas he is involved in through his work, Dr. Peltz contributes to causes where he sees a need, such as the ALS Foundation and Elijah's Promise, which aids individuals in rebuilding their lives by teaching them the hospitality trade and providing food to local families. ♦

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**DID YOU KNOW?**

Christine Pierre once owned a small business where she made and decorated wedding cakes.

As Founder, CEO, and President, RxTrials, Christine Pierre has created a network of investigative sites and research partners who adhere to the strictest standards of professionalism and excellence.



## HIGHER STANDARDS

**FOR MORE THAN TWO DECADES, CHRISTINE PIERRE HAS WORKED TIRELESSLY TO ELEVATE THE BAR IN CLINICAL RESEARCH AND TO SET AN EXAMPLE FOR WOMEN IN BUSINESS.**

Under Ms. Pierre's leadership, RxTrials has successfully completed thousands of clinical research studies in its 15-year history. The company provides site support services, which include education, operational, and clinical expertise in a variety of therapeutic areas.

Ms. Pierre has created a network of investigative sites and research partners who adhere to the strictest standards of professionalism and excellence.

Though RxTrials is based in the mid-Atlantic area, Ms. Pierre's influence reaches far beyond this geographic region. Her tireless efforts to promote professionalism and quality in her chosen field have taken her around the globe as a presenter, educator, author, and advocate.

Her messages are simple and sincere: always conduct business with the highest level of ethics and integrity; continue to learn and develop professionally and embrace educational opportunities; and never lose focus on the top priority: the safety, well-being, and respect of study volunteers.

One of her biggest concerns is the migration of clinical studies to geographic areas where there has not been sufficient training of the medical professional thus far. This, she fears, dooms the industry to repeat mistakes already made because to conduct clinical

research successfully requires didactic knowledge and experience, which can't be gained without the investment of time. Trying to move large numbers of trials off-shore too quickly without ensuring adequate experience of research professionals puts at risk the protection of human subjects, she believes.

One of her most recent and exciting innovations is the annual Site Solutions Summit (SSS), now in its fourth year. The SSS convenes industry stakeholders to create and cultivate best practices in site and study management in a noncompetitive environment. After its first year of success, Ms. Pierre was approached by the Association of Clinical Research Organizations to co-host the SSS. Each year a white paper is produced and distributed without cost in an effort to share the knowledge and exchanges of the SSS.

Ms. Pierre spent eight years on the board of trustees for the Association of Clinical Research Professionals (ACRP), including one year as chair, during which time she realized a personal goal and career high point of highlighting the appreciation and importance of the study volunteers. During the 2007 global meeting she achieved this through a skit to demonstrate the many facets and people it takes to conduct any clinical study. She gathered various members of the clinical research team from the audience and had them join her on stage. With 40 people behind her representing the research team she then said the most important members of the team were missing: the study volunteers. They were then joined by six study volunteers who engaged in a "fire side chat" with Ms. Pierre and her colleagues in a lively discussion of what it was like

## Passionate · Sociable

**NAME:** Christine K. Pierre

**CURRENT POSITION:** Founder, CEO, and President, RxTrials Inc.

**EDUCATION:** R.N., Prince George College

**DATE AND PLACE OF BIRTH:** Sept. 1958, San Francisco

**FIRST JOB:** Babysitting

**FIRST INDUSTRY-RELATED JOB:** Clinical Research Coordinator, Dan Herr, M.D.

**DREAM JOB:** Lobbyist

**WORDS TO LIVE BY:** Be aware of everything you do that has your name attached to it — from her father

to be a study, what it meant to them, what the staff meant to them, and so on. Throughout the discussion the audience laughed, cheered, and cried. To bring closure to the event, Ms. Pierre presented each of them with a plaque recognizing that day as Study Volunteers Appreciation Day.

She says the day will always remain memorable to her because it helped to highlight why those in the clinical research field do what they do: it's not about the business, the regulations, the IRB, sponsors, or CROs. While all critical to comply with, in the end it's all about the difference to the patients waiting for the industry to discover the next breakthrough.

From serving at the highest posts in the ACRP to motivating others through volunteerism in her local business community, Ms. Pierre gives freely of her time and energy. She was nominated in 2003 as one of the Top 100 Business Women of Maryland; co-authored a book, "Responsible Research: A Guide for Coordinators;" she is currently completing another book on site management.

Ms. Pierre serves on various advisory boards including: Clinical Trials Advisory Publication; Clinical Trials Transformation Initiative (CITI), a private-public partnership between the FDA and the private sector; Bio IT; and The Center for Information on Clinical Research Participation (CISCRP), a nonprofit organization committed to educating and empowering the general public in making a decision regarding clinical research development.

Passionate and sociable, she leads by example and with honesty and touches each person she comes into contact with.

And she has a gift for work-life balance. For example, she is the first to say her role as YaYa (grandmother) is one that she never expected to sweep her so off her feet. She ends every presentation she gives with a picture of her three grandchildren, stating "they're expecting us to get it right for them." ♦

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# JAMES KNIPPER

## TAKING THE HIGH ROAD

**FROM A PRIVATE COMPANY FOUNDED BY FATHER AND SON, TO A PUBLICLY OWNED ONE AS PART OF A BUY OUT, AND BACK TO PRIVATE OWNERSHIP AGAIN, JIM KNIPPER HAS TAKEN BOLD STEPS TO ENSURE A SUCCESSFUL AND RESPECTED ORGANIZATION.**

Mr. Knipper and his father co-founded J. Knipper & Co. in 1986, gradually expanding it from 20 to 200 employees.

Under Mr. Knipper's leadership, the company was carefully navigated through an acquisition and a re-acquisition in 2002 that served all parties involved.

Since that strategic re-acquisition, J. Knipper has focused on enhancing its core competencies and building a corporate culture dedicated to what Mr. Knipper characterizes as conscious management.

It has been an exciting and fruitful voyage for Mr. Knipper. When the company began it had just one client; today the firm serves more than 80 pharmaceutical and biotechnology clients, a testament to Mr. Knipper's creativity and innovation as a leader.

He is immensely proud of the fact that after 23 years in business, the company is privately held and primed for growth.

Central to the company's success has been its unique market positioning within the healthcare industry. Mr. Knipper's insight into the economic cycle of specialization to conglomeration led him to create a niche business integral to the American healthcare system.

He's an active CEO who stands ready to help clients meet swiftly emerging changes in the healthcare industry.

With magnetic charisma, he rallies employees and colleagues to maximize their potential and obtain their clients' goals.

He has also played a key role in centralizing the company's location. For a while, Knipper employees worked out of six buildings in the same industrial complex. To streamline business, a new facility was designed and Mr. Knipper personally reviewed blueprints with architects and designers who integrated many of his ideas into the new building's final layout.

A hands-on leader, Mr. Knipper's open-door policy encourages communication and elevates discourse among his colleagues and clients. He emphasizes fairness, modeling the type of ethics-driven conduct that optimizes equitability.

The company's core values are captured by the acronym: CHART: Car-ing, Honesty, Accountability, Respect, and Trust. This code of conduct extends to clients and employees alike.

If you were to ask him for his best advice, Mr. Knipper would respond: "Never take short cuts, always take the high road, and treat others with respect."

At work and elsewhere, he's guided by another sage piece of advice:



With magnetic charisma, Co-Founder, President, CEO Jim Knipper rallies his company to maximize its potential as a niche business integral to the American healthcare system.

### Passionate • Hands-On

**NAME:** James J. Knipper

**CURRENT POSITION:** CEO and President, J. Knipper & Co. Inc.

**EDUCATION:** MBA, Farleigh Dickinson University, B.S., Chemistry, University of Scranton

**DATE AND PLACE OF BIRTH:** April 26, 1959, Buffalo, N.Y.

**FIRST JOB:** Bench Chemist, H. Clay Glover Co.

**FIRST INDUSTRY-RELATED JOB:** VP of Sales, J. Knipper

**PROFESSIONAL MENTOR:** Father

**CONNECTED VIA:** Facebook, LinkedIn, Plaxo, Twitter

**WORDS TO LIVE BY:** Never take short cuts, always take the high road, and treat others with respect

#### DID YOU KNOW?

Jim Knipper is an ordained Deacon in the Catholic Church.

always treat others better than you feel you are being treated.

With an upbeat outlook and describing himself as passionate, Mr. Knipper loves the work he does and the people he meets.

His key life mentor was his father, who passed away in August 2008. Father and son worked side by side for more than 20 years and Mr. Knipper says his dad was an extraordinary coach, mentor, partner, advisor, and confidant whose grace and style cannot be replaced, only emulated.

A dedicated family man, Mr. Knipper also contributes generously to his surrounding community.

In April 2009, he was appointed to the board of directors of the Employers Association of New Jersey (EANJ), the only non-profit association in New Jersey dedicated to helping employers make sound and responsible employment decisions through education, informed discussion, and training.

His primary focus is on Catholic education, sitting on the Boards of a Catholic high school and two Universities while serving the community of St. Paul Roman Catholic Church in Princeton as an ordained deacon. ♦

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**DID YOU KNOW?**

Dr. Ahnal Purohit sold encyclopedias when she was in graduate school.

**Compassionate • Hardworking**

**NAME:** Ahnal Purohit, Ph.D.

**CURRENT POSITION:** Co-founder, CEO, and President, Purohit Navigation

**EDUCATION:** Ph.D., Research Methodology, University of Delaware; M.A., Behavioral Sciences, University of Delaware; B.A., Industrial Sociology, Psychology, University of Baroda in Gujarat, India

**DATE AND PLACE OF BIRTH:** Dec. 25, Baroda in Gujarat, India

**FIRST INDUSTRY-RELATED JOB:** Professor, The University of Illinois Medical Center

**DREAM JOB:** Artist or dancer

**PROFESSIONAL MENTORS:** Mother; husband; daughter; Dr. Barker Bausell, The University of Delaware; Dr. Richard Hutchinson, University of Illinois Medical Center

**WORDS TO LIVE BY:** Think big

**DR. AHNAL PUROHIT**

Dr. Ahnal Purohit, CEO and President of Purohit Navigation, truly believes that each individual has the potential to grow if given the right counsel and direction.

**BUILDING BRIDGES**

**AS A LEADER WHO IS SHARP, STRATEGIC, AND EMBODIES COMPASSION FOR OTHERS, AHNAL PUROHIT, PH.D., IS A HUGE INFLUENCE ON THOSE SHE LEADS.**

When the agency was founded in 1985, it had no clients, very few agency services, and no history. What it did have was a hardworking, brilliant, and dedicated executive in Dr. Purohit. She did whatever it took to find clients and produce excellence for them, time and again.

Clients laud her strategic thinking and insightful understanding of the industry. Her talents and skills have helped companies identify market opportunities and resolve problems.

Within her agency, Dr. Purohit taps her teaching background to help individuals find mentors or serve as mentors. She truly believes that each individual has the potential to grow if given the right counsel and direction.

Moving from the safety of her tenured professorship to join a midlevel agency was both a defining moment and an enormous leap for Dr. Purohit. But when she examined her situation, she realized she was teaching “applied” courses to her students without experiencing the “applied” knowledge herself. She asked herself how she could do justice to her students when she had not

yet personally experienced what she was teaching. Today, this would be a completely different story.

With her vast experience in guiding marketing efforts, Dr. Purohit understands the difficulties posed by continuing changes in the guidelines on healthcare communications. She notes that not only do these changes impact how the industry markets, but also how physicians run their practices. And in an effort to remain consistent, medical device groups and consumer groups are taking steps to mirror guidelines established by the FDA, PhRMA, and the ACCME. The most recent example of this, she notes, is the FDA’s warning letter to General Mills and Kellogg’s about misleading claims on Cheerios and Frosted Mini-Wheats box labels, respectively.

Dr. Purohit points out that even banner advertising on the Internet is under scrutiny; PhRMA has sent warning letters to 15 pharmaceutical companies that were promoting their brands and/or optimizing searches for their brands. She warns that while the intentions of the regulatory efforts are noble — acting on the best interest of consumers — they may do more harm than good. As she points out, most pharmaceutical companies attempt to provide direct links to sponsored sites where consumers can access information to make informed decisions. Moreover, research has demonstrated that most consumers will discuss their questions and/or decisions with their physicians, whose opinions they ultimately trust.

Nevertheless, Dr. Purohit is an optimist, saying while there is a great deal of uncertainty surrounding how the current administration will shape the healthcare landscape, it is important to remain calm, cool, and collected. In response, she and her colleagues are focused on staying nimble and efficient to navigate clients’ brands through the twists and turns of the changing landscape. Along the way, she is focused on monitoring how the FDA rules on pharmaceuticals and staying abreast of changes to help clients optimally market and communicate their products to consumers.

Beyond her business accomplishments, Dr. Purohit has committed her agency to helping communities and those around them.

She is a board member of the African Women’s Alliance in Support of Health (AWASH), an organization that was founded to help the estimated 3 million women and girls who suffer or die from vesicovaginal fistula (VVF), a condition that occurs as a result of obstructed labor.

Dr. Purohit and the rest of the company are also involved with the Chicago chapter of the ACS and participate in “Daffodil Days,” a cause-related marketing event to support cancer research and services to those who are affected by cancer.

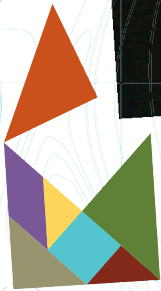
In addition, Dr. Purohit is personally involved in an educational initiative — The Mook Dhvani Trust — in her hometown of Baroda, India. ♦

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Jeff Wayne  
Senior VP of Sales and Marketing  
Promius Pharma



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**Jeff Wayne** was honored with the HCMA 2009 Delta Medical Marketer of the Year Award, which recognizes outstanding individual marketing performance. Jeff was acknowledged for facing challenges many marketers would have found daunting: launching a US dermatology company and its leading brand under ruthless time constraints. His business aptitude and his ability to inspire others led to significant achievements for Promius Pharma and its first brand launched.

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## DON SCHENKER

## THINKING BIG FOR CRM

**SINCE CO-FOUNDING SYNERGISTIX, DON SCHENKER HAS PREACHED THE GOSPEL OF MEASURING AND IMPROVING SALESFORCE EFFECTIVENESS TO THE OFTEN IGNORED SMALL AND MID-TIER PHARMACEUTICAL AND BIOTECH SECTOR.**

In this role, he has helped many companies put in place a simple and smart system for the field salesforce.

Embraced as an expert in salesforce effectiveness, prospects and clients alike seek Mr. Schenker's counsel on how to improve internal processes. Watching the company grow from having a single customer in 2001 to more than 35 customers in the United States and internationally, and from the original 10-member company to having more than 90 associates, has been both highly challenging and deeply rewarding for Mr. Schenker.

He maintains an entrepreneurial spirit within the company. His solutions, dedication to customer service, and ability to evolve with the market make him a key player in today's pharmaceutical industry.

He and his partner Raul Wong go to great lengths to ensure their employees are continually motivated, fulfilled, and challenged.

Mr. Schenker has passion for all aspects of his life, including work and family. This continuous drive and dedication allows him to give his all to everything he is involved in. Equal to passion is principle and Mr. Schenker believes



Founder, President, and CEO Don Schenker's tireless dedication to position Synergistix as the provider of choice for CRM software and services to the life-sciences industry is an inspiration to all fellow entrepreneurs.

**DID YOU KNOW?**

Don Schenker played keyboard in a 1980s rock band.

**Passionate • Principled**

**NAME:** Don Schenker

**CURRENT POSITION:** Co-founder, CEO, and President, Synergistix Inc.

**EDUCATION:** M.S., Computer Science, MBA, Nova Southeastern University; undergraduate degree, William Patterson

**DATE AND PLACE OF BIRTH:** May 1968, New York

**FIRST JOB:** Sunday morning paper route

**FIRST INDUSTRY-RELATED JOB:** Consulting for a managed care organization

**CONNECTED VIA:** LinkedIn, Plaxo

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that to be successful for the long term, people must hold themselves and others to the highest ethical standards.

Mr. Schenker also makes considerable contributions to the pharmaceutical industry, speaking at conferences throughout the year and spending time helping with the PDMA Alliance, which produces the annual PDMA Sharing Conference, held annually for sample compliance professionals.

Working hard to maintain a balance between work and family life, Mr. Schenker says this is a difficult task as the company continues growing. He is, however, strongly family oriented, and when not at work Mr. Schenker enjoys spending time with his two young daughters, Jacqueline and Elizabeth, and his wife of 17 years, Sara. Dedicated to philanthropy, the couple support American Forests, The American Red Cross, several human rights organizations, and various medical research programs.

As a company, Synergistix participates in several charitable causes, including The Ronald McDonald House, Cell Phones for Soldiers, Salvation Army, Stamp Out Hunger, and Volunteer Broward, which collects food and clothing for tropical storm victims. ♦

## LECIA SHAFFER

## DATA DRIVEN

**WITH HER WILLINGNESS TO TAKE RISKS AND ESTABLISH A BUSINESS IN THE DATA MANAGEMENT FIELD, LECIA SHAFFER HAS BECOME A ROLE MODEL FOR WOMEN IN A FIELD TRADITIONALLY DOMINATED BY MEN.**

Ms. Shaffer co-founded Nextrials, a provider of Web-based software solutions for the clinical research industry. She has made significant contributions to the advancement and development of clinical trials management technology during her 20 plus-year career in the pharmaceutical industry, helped by the fact that she is by nature focused and adventurous.

She is heavily involved in the company's cutting-edge work toward the integration of electronic data capture (EDC) with electronic health records (EHR). By integrating EDC products with EHR platforms, researchers can obtain a more efficient, more readily available solution for identifying and enrolling patients in new trials.

To ensure the smooth uptake of solutions, Ms. Shaffer works directly with sponsors to deliver service and support throughout the implementation process. Her hard work has helped a sponsor go from last patient visit at the end of its clinical trial to analyzed and published results in just six weeks.

Bringing to this mix is a host of industry insights, Ms.

Shaffer has had hands-on experience developing therapeutics. Before Nextrials, she was the program manager for the Herceptin project team at Genentech, resulting in the approval of this important biologic for breast cancer.

Her work on Herceptin and her achievement in founding and growing Nextrials are standout moments for Ms. Shaffer as well as the toughest tasks she has undertaken in her career.

Additionally, she managed numerous projects related to oncology, adult growth hormone deficiency, osteoarthritis, and rheumatoid arthritis while at Syntex and other companies. Ms.

Shaffer says Syntex was a great training ground and a fantastic company to work for. While there, she met many talented mentors and colleagues who taught her a great deal over the years.

Always looking into new ways to advance the industry, Ms. Shaffer is eager to take Nextrials to the next level.

In addition to her work at Nextrials, Ms. Shaffer is actively involved in the industry, contributing time as a member of the Drug Information Association.

Having had many loved ones and friends afflicted with cancer, Ms. Shaffer also supports several cancer and children's research organizations, including the American Cancer Society and St. Jude Children's Hospital. ♦

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**Focused • Adventurous**

**NAME:** Lecia Shaffer

**CURRENT POSITION:** Co-founder, VP, Clinical Operations, Nextrials Inc.

**EDUCATION:** Bachelor's degree, Classics, Pre-med, Stanford University

**DATE AND PLACE OF BIRTH:** Sept. 1962, Spencer, Iowa

**FIRST JOB:** Detasseling corn, walking soybeans

**FIRST INDUSTRY-RELATED JOB:** Staff Assistant, Syntex Pharmaceuticals

**DREAM JOB:** Real Estate

**PROFESSIONAL MENTORS:** Colleagues at Syntex

**CONNECTED VIA:** Facebook, LinkedIn, Twitter

**WORDS TO LIVE BY:** Surround yourself with talented, bright, hardworking, and loyal people; a great sense of humor doesn't hurt either



As Co-founder and VP of Clinical Operations of Nextrials, Lecia Shaffer has made significant contributions to the advancement and development of clinical trials management technology.



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## WEB OF KNOWLEDGE AND SUPPORT

**A LONG-TIME THOUGHT-LEADER AND RESPECTED VOICE IN THE DIGITAL MEDIA AND ADVERTISING INDUSTRIES, CHRIS SCHROEDER HAS CONSISTENTLY PROVEN TO BE A STRATEGIC THINKER WITH A RECORD OF GROWING ONLINE BUSINESSES.**

His most recent business, HealthCentral Network, has grown to be a leader in online consumer health in just three years and succeeds in bringing together millions of consumers looking for health information and support.

For Mr. Schroeder, the online environment is a dynamic, living platform full of opportunity and value as an educator, a motivator, and a support system, and he challenges colleagues and clients to put it to its best use. The biggest challenge for the industry is to embrace new technologies that have the potential to fulfill the wildest dreams of users, health providers, and marketers.

The opportunity to present an alternative to one-stop-shop portals has been the defining moment for Mr. Schroeder.

Profoundly curious and forward-looking, Mr. Schroeder maintains that everyone has a story to tell, and since there are no crystal balls, understanding human behavior is a good guide in innovation.

He helps bring together clients, lawmakers, and other partners to discuss new approaches and solutions to improve health online and overall in the United States.

Generous in sharing his time, energy, and contacts, Mr. Schroeder is all about the end results — making connections on issues that matter and making a difference every day in real lives and healthcare practices.

Recently, Mr. Schroeder has been at the forefront of helping to move psychiatry into the 21st century by co-developing a novel technology to electronically track patient's moods. Right from the start, he understood the need for technological advances in the mental health field, an area notoriously shrouded in stigma, secrecy, and slow uptake of improved methodologies. He was able to marshal together a group of negotiators from academia and industry representing business, research, technological, and mental health-specific interests.

Undaunted by the prospect of bringing an academic institution into uncharted technological, Internet territory, Mr. Schroeder ensured that what normally takes years to accomplish in academia was achieved in weeks.

With a varied and dynamic career, Mr. Schroeder says every stop has had a highlight: being a young staffer in the State Department when the world changed — the fall of the Soviet Union, the release of Nelson Mandela, and so on; leading a news group in the new era of technology and running washingtonpost.com on Sept. 11, 2001, as the only news site not to crash that day; and building with a remarkable team a new solution to patient-centric health.

A two-time PharmaVOICE 100 honoree, having also been named to the list in 2008, Mr. Schroeder has demonstrated his leadership and passion to all those he works with.

Whether it's through HealthCentral and publishing information that makes sense and allows doctors, nurses, and patients with an easy way to find it, or shaking up jaded marketers and reminding them of how much satisfaction can be found in the business, he makes contributions to real people every day. ♦

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# ALAN TOPIN

Al Topin, Founder and President of Topin & Associates, not only brings unmatched and invaluable strategic perspectives to the work he and colleagues do for clients, he also brings a unique, genuinely personal and humorous flair to running the agency that inspires loyalty among his employees.

#### DID YOU KNOW?

Alan Topin plans to do a cheeseburger crawl across the United States with a good friend, ending at Forest Lawn Cemetery in Los Angeles.



**DID YOU KNOW?**

Chris Schroeder served in leading management roles in President George H. Bush's 1988 and 1992 election campaigns.

As Founder and CEO of HealthCentral Network, Chris Schroeder's combination of leadership, vision, passion, and innovation make him a valuable resource to the healthcare industry.

**Profoundly Curious · Forward-Looking**

**NAME:** Christopher M. Schroeder

**CURRENT POSITION:** Founder and CEO, The HealthCentral Network Inc.

**EDUCATION:** MBA, Harvard Business School; A.B., Harvard College

**DATE AND PLACE OF BIRTH:** July 1964, New York

**FIRST JOB:** Selling men's clothes, Lord & Taylor

**FIRST INDUSTRY-RELATED JOB:** Runner on the floor of the stock exchange; financial analyst

**DREAM JOB:** Conductor of symphony orchestra

**PROFESSIONAL MENTORS:** Colleagues on Wall Street

**CONNECTED VIA:** Facebook, LinkedIn, Plaxo, Twitter

**WORDS TO LIVE BY:** First and foremost, do every day what you love; forget about some abstract "right thing," focus on what you love and find a place where you can do it

# CHRISTOPHER SCHROEDER

## THE FAMILY TOUCH

**WITH THE EXTRAORDINARY GIFT OF INSIGHT, AL TOPIN CAN GET TO THE HEART OF COMPLEX MARKETING ISSUES WITH REMARKABLE CLARITY AND CREATIVITY.**

Mr. Topin runs an agency any person in the healthcare advertising industry would want to work for. Completely honest, he has the courage to ask the big, ugly questions that no one wants to address. In client meetings he often stumps the room and clients endlessly rely on him to see a bigger picture, a bigger need, and the bigger priorities.

Though not the largest independent healthcare agency, it is through Mr. Topin's strength of character that the business he founded continues to hold its own in a highly competitive market.

Mr. Topin has looked beyond the U.S. healthcare market and developed a global alliance with Euro-Com, an independent European network of agencies. While this is more common among conglomerate agencies, it's not often that a smaller agency appreciates the strategic appeal of such connections.

He challenges his staff to be better at what they do, this way they can provide clients with the best information at every turn.

A selfless and humble leader, Mr. Topin is always striving to advance the agency to meet staff goals and is completely dedicated to his employees. For him ensuring the agency's well-being is paramount for the sake of the talented, committed people who work for him. His goal, with that in mind, is ultimately to double the size of the agency.

**Realistic · Clear**

**NAME:** Alan Topin

**CURRENT POSITION:** Founder and President, Topin & Associates

**EDUCATION:** M.S., Journalism, Northwestern University, Medill School of Journalism; B.A., Washington University, St. Louis

**DATE AND PLACE OF BIRTH:** Feb. 1946, Chicago

**FIRST JOB:** Market Research and Product Management, Helene Curtis

**FIRST INDUSTRY-RELATED JOB:** Founding Topin & Associates

**DREAM JOB:** Art dealer/gallery owner

Developing personal relationships — be it with employees, vendors, or clients — is key to how Mr. Topin operates. He is interested in his employees as people, wanting to know about their lives and their families. He walks through the office daily and stops at each employee's office to check in with them. He treats clients and vendor partners the same way; they become part of the Topin family.

Mr. Topin knows how to have fun. He recounts a road trip in a 42-foot RV for an out-of-state road trip to visit two clients. The decision to drive was made because a staff member was pregnant, couldn't fly, and the RV was needed to provide enough space for everyone to be comfortable.

At the first toll booth, they lost the retractable stairs; he quips that in retrospect it might have been a good idea to bring those in before taking off.

On the second day, as they pulled into the client's parking lot, the RV started to make loud banging

noises, which brought everyone from the client outside to see what was going on. Mr. Topin missed that meeting because he had to get the RV fixed to drive home that night in a snow storm. Needless to say, they haven't attempted a trip like that since.

Mr. Topin's humor is legendary, noting that the most important "app" on his iPhone is one that warns him when a full moon is due each month because that's when clients tend to get restless. He also says he would like to someday be an art dealer/gallery owner, because he is intrigued by the "creation of value" starting from scratch.

In terms of other life pursuits, with tongue firmly planted in cheek, Mr. Topin says he wants to do a cheeseburger crawl across the United States with a good friend, ending at Forest Lawn Cemetery in Los Angeles.

The personal touch extends to the many contributions he makes to those less fortunate, including Katie's Fund, which was established for the daughter of a colleague who was killed in an accident. Katie's Fund, which has a particular place in Mr. Topin's heart, provides social and recreational opportunities for teens and young adults who have developmental disabilities.

This past Christmas, in lieu of gifts to clients, he made donations to three nonprofit organizations.

Agency team members also take inner-city kids to the Lincoln Park Zoo for an afternoon, as well as donate their time to develop promotional materials in support of the For Julie Foundation, which was set up after a young girl passed away at 13 from leukemia. ♦

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# ROBERT STERN

## IN THE LOOP

**BREAKING THE MOLD WITH MEDICAL EDUCATION, ROBERT STERN HAS BROUGHT TOGETHER SOUND EDUCATIONAL DESIGN, ADULT LEARNING PRINCIPLES, AND TECHNOLOGY TO CREATE A FRESH, NEW APPROACH TO CME.**

Through his well-established company, Projects In Knowledge, Mr. Stern, CEO and president, pioneered the use of distance-learning technologies and self-directed study, creating a rich array of medical programming.

He has the uncanny ability of identifying business spaces that few others have been able to see. Once his radar is locked onto an area of business, he follows that idea as it morphs and develops, from the original spark of his imagination to a fully developed concept.

After listening to feedback from clinicians and other healthcare professionals, he identified a need for a central source of medical news and information that clinicians could access from home, office, or at the point of care.



Robert Stern, Founder, CEO, and President of Projects In Knowledge, earns respect from those around him by giving them respect and inspiring them every day.

## Innovative • Problem-Solver

**NAME:** Robert Stern

**CURRENT POSITION:** Founder, CEO, and President, Projects In Knowledge

**EDUCATION:** M.A., Education, New York University Steinhardt School of Culture; Bachelor of Fine Arts, New York University Film School

**DATE AND PLACE OF BIRTH:** July 31, 1951, Perth Amboy, N.J.

**FIRST JOB:** Pumping gas

**FIRST INDUSTRY-RELATED JOB:** Project Director, Intramed Communications, a division of Sudler & Hennessey

**DREAM JOB:** Emergency medicine

**PROFESSIONAL MENTORS:** Colleagues

**WORDS TO LIVE BY:** Don't spend more than you make; don't expand your business based on promises; it's a long game, so don't feel the need to rush it

The outcome was MedPage, a Web-based provider of real-time 24/7 breaking medical news, medical/scientific meeting coverage, and other resources for medical professionals and consumers.

In conceiving MedPage, Mr. Stern questioned how busy physicians could be expected to stay up to date in an age where advances in biomedical science and research are occurring at an astonishing rate.

### DID YOU KNOW?

Robert Stern comes from a family of survivors of the Nazi Holocaust, which has left an indelible impression on him: when we don't speak up, terrible things will happen.

why they do what they do, how they do it, and how he can apply their work to his. He considers each experience as an opportunity to learn something new.

For Mr. Stern, it is the greatest pleasure to be surrounded by many colleagues who have been with him for more than 20 years. Over the years, he and his colleagues have acted as mentors to one another, making for a dynamic work environment.

What he does is made more enjoyable by the support and trust he and his colleagues have for one another through good and bad and the intelligence and good will they share each day.

Though he loves what he does, it has its share of difficulties, in particular the constant changes in the field of continuing medical education and its Draconian rules and regulations based on extreme reactions, with no

thought to logical and positive remedies.

Industry also battles with an unfair public image, which Mr. Stern finds deeply troubling, saying while change is needed, in the 30 years he has been in the industry he has never met anyone who is seeking to undermine the doctor, patient, or government.

Both Mr. Stern and his wife, Marian, have grown up with a strong commitment to giving back. He says his wife comes from a family that has always been at the forefront of doing good for others through their support of various organizations.

And he comes from a family of survivors of the Nazi Holocaust, which has left an indelible impression on him that when people don't speak up, terrible things happen.

With that in mind, the couple started a small foundation that gives money to organizations involved in solving problems for people in desperate need, including battered women, children in danger, food crises, and oppressed people. ♦

Medical journals are comprehensive, but doctors don't have the time to read them, while other media outlets do not gear the content toward physicians, so the information critical to them gets left out of the discussion.

The answer, and Mr. Stern's idea, was to create a space that made sense of information for the doctor and provided that information as it breaks so physicians could discuss what was relevant with their patients.

He persevered with his idea despite skepticism in the industry, never doubting that his vision would succeed over time.

Mr. Stern believes in sharing the wealth in terms of information and knowledge, always considering advice he received early in his career: one day he or a family member might be treated by a clinician who got information from something he created.

Driven by curiosity, Mr. Stern looks at each encounter with people as an opportunity to ask

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The **ENTREPRENEURS****MORE MICHAEL BECKLOFF** LENDING A HELPING HAND

**MICHAEL BECKLOFF, PRESIDENT OF BECKLOFF ASSOCIATES INC. (BAI), HAS MORE THAN 30 YEARS OF EXPERIENCE WITH GLOBAL DRUG DEVELOPMENT AND REGULATORY AFFAIRS.**

**FOUNDED IN 1976, BAI HAS AN ESTABLISHED TRADITION OF ASSISTING PHARMACEUTICAL AND BIOTECHNOLOGY CLIENTS IN BRINGING NEW PRODUCTS TO MARKET.**

Mr. Beckloff leads a team of scientists and project managers with extensive international regulatory experience.

In addition to his duties associated with Beckloff Associates, he serves on numerous boards, and he is currently in his second year as chairman of the board for the Kansas Bioscience Organization. KansasBio is a rapidly

growing industry organization that serves as the voice of the bioscience community in Kansas. As the organization's chair, Mr. Beckloff has overseen the development of a bioscience and technology caucus that is supported by more than half of the legislature in Kansas.

He has guided the organization into new education and advocacy positions to help foster the growth of the bioscience industry in Kansas, which was named as a Top 10 bioscience state by Business Facilities magazine in 2008. Mr. Beckloff is leaving his mark on Kansas and the bioscience industry, one small company at a time.

Mr. Beckloff also is a member of the International Society for Pharmaceutical Engineering (ISPE), the American Association of Pharmaceutical Scientists (AAPS), Drug Information Association (DIA), the Regulatory Affairs Professionals (RAPS), and the Parenteral Drug Association (PDA). ♦

**GETTING PERSONAL WITH MICHAEL BECKLOFF**

**FAMILY:** Wife, Kathy; daughters, Laura, 26; Kaitlin, 21; sons, Kristopher, 18; Jonathan, 14

**HOBBIES:** Fly fishing, music, woodworking

**GIVING BACK:** Leukemia Lymphoma Society, Institute for Pediatric Innovation, KTEC Pipeline

**BUCKET LIST:** Sailing and visiting Caribbean islands; fishing in the Northwest Territory and Alaska

**INSPIRATION:** Parents; doctors, nurses, and researchers

**TOP IPOD DOWNLOADS:** Jazz, Norman Brown

**MOST UNUSUAL PLACE VISITED:** Stone Forest near Kunming, China

**LIFE LESSONS:** "Ganbatte Kudasai," Japanese for "Fight on. Never give up!"

**A LITTLE-KNOWN FACT:** Plays guitar and sings in family bluegrass band

**UNDER THE CLOAK OF INVISIBILITY:** Come and go inside the FDA

**MORE GARY BEER** VENTURING INTO NEW TERRITORY

**CURRENTLY, GARY BEER IS AN INDEPENDENT INVESTMENT PROFESSIONAL AND VENTURE CAPITALIST. AFTER WORKING AT DOV FOR MORE THAN 11 YEARS MR. BEER IS NOW PURSUING HIS INTEREST IN THE PRIVATE EQUITY**

**SECTOR.**

Mr. Beer co-founded DOV Pharmaceuticals and acted as VP, data management, biostatistics, and medical writing.

What really sets Mr. Beer apart is his ability to maintain and motivate large groups of diverse people while respecting each and every employee's personal and career goals. At DOV, Mr. Beer frequently used humor to reduce stress. And he ensured employees had the necessary training so that when the need arose they would not have to face a challenge they couldn't overcome.

Acknowledgment of staff is also part and parcel of how Mr. Beer leads. One of the biggest challenges he faced at DOV involved locking, analyzing, and reporting results of a

**GETTING PERSONAL WITH GARY BEER**

**FAMILY:** Father, Dr. Bernard Beer; mother, Beverly Levy Beer; brother, Ken Beer

**HOBBIES:** Poker, baseball data/statistics, films

**GIVING BACK:** Raising awareness for cancer; animals; environmental concerns

**BUCKET LIST:** Participate in the World Series of Poker Main Event

**INSPIRATION:** Brother, Ken; father, Dr. Bernard Beer

**TOP IPOD DOWNLOADS:** Ani DiFranco, Tom Waits, Jethro Tull, Miles Davis, Steely Dan

**SCREENSAVER:** A kitten

**MOST UNUSUAL PLACE VISITED:** A Castle in Ireland

**LIFE LESSONS:** Be skeptical but not cynical

**A LITTLE-KNOWN FACT:** Wrote a weekly article on the New Jersey Nets that was translated into French

**UNDER THE CLOAK OF INVISIBILITY:** At Yankee Stadium to change a bunt into a homerun

large multiple-visit, multicenter Phase III trial within 24 hours of last patient/last visit. He says this would not have been possible

without a dedicated team ensuring the outcome.

During his long and distinguished career in the pharmaceutical industry, Mr. Beer has worked in all aspects of drug development management: corporate and marketing; finance and accounting; high-level FDA and Securities and Exchange Commission (SEC) submissions; bulk manufacturing and nonclinical work, as well as hands on work in data management and biostatistics, planning and running the clinical trials.

Before DOV, Mr. Beer held a host of positions, including senior office manager at Accents Publications Services, where he supervised and trained the entire company staff in corporate business practices.

Mr. Beer has been widely published in industry journals.

Mr. Beer has played a central role in more than 50 clinical trials, including large pivotal multicenter Phase III trials. These studies have covered a large spectrum of indications, including generalized anxiety, severe depression, weight loss, respiratory illnesses, diabetes, angina, insomnia, and many others. ♦

**MORE** DR. JOAN BRADLEY WRITING HER OWN TICKET

**JOAN BRADLEY, PHARM.D., IS FOUNDER, PRESIDENT, AND CEO OF THE JB ASHTIN GROUP. DR. BRADLEY HAS WORKED WITH THE PHARMACEUTICAL INDUSTRY AND NATIONAL/INTERNATIONAL SUBJECT**

**MATTER EXPERTS IN VARIOUS THERAPEUTIC AREAS FOR ALMOST 20 YEARS.**

Before founding JB Ashtin 10 years ago, she served as a medical writer/editor, project manager, director of continuing education, and VP of clinical affairs for two East Coast medical education companies. She also served as senior director of global publication planning and special projects at Searle.

Dr. Bradley earned a doctor of pharmacy degree from the University of Michigan.

**GETTING PERSONAL WITH DR. JOAN BRADLEY**

**FAMILY:** Husband, Bruce; daughter, Ashley, 22; son, Austin, 16

**HOBBIES:** Reading, photography, watching NHL hockey, playing and listening to music

**GIVING BACK:** Sponsoring a child from Kenya through Mission of Mercy; sponsoring a garden at The Detroit Zoo

**BUCKET LIST:** Writing/publishing book, either nonfiction, historical fiction, or children's; traveling to Ireland, Italy, Spain, Sweden, Turkey; learning to paint; learning pottery

**INSPIRATION:** People who selflessly help others when they themselves could use help and those who remain happy

and optimistic despite enduring severe illnesses/tough economic situations

**TOP IPOD DOWNLOADS:** Classic rock and contemporary Christian music

**SCREENSAVER:** Kronwall, Detroit Red Wings

**LIFE LESSONS:** You can do anything if you put your mind to it

**A LITTLE-KNOWN FACT:** Childhood dream was to sing back up for Pat Benatar

**UNDER THE CLOAK OF INVISIBILITY:** Attend secret meetings in the White House or the Pentagon

In addition to her responsibilities at The JB Ashtin Group, she serves as an associate clinical professor at the University of Michigan College of Pharmacy. JB Ashtin offers advanced practice and internships to pharmacy students on rotation from the university.

Passionate about learning and teaching, Dr.

Bradley inspires superior scientific writing and has earned a first-rate reputation as an ethical scientific strategist. She is deeply compassionate, placing people first and caring deeply about her clients and employees.

Dr. Bradley has authored numerous articles for national publications. ♦

**MORE** ELIZABETH IZARD APELLES A DIGITAL FORCE

**ELIZABETH IZARD APELLES IS FOUNDER AND CEO OF GREATER THAN ONE INC., A FULL-SERVICE DIGITAL AGENCY WITH EXPERTISE IN ALL FACETS OF DIGITAL MARKETING.**

At the outset, the company focused on interactive media, but has since branched out to offer robust offerings across all digital marketing including Website development, online media, and search engine marketing.

Ms. Izard Apelles also founded Greater

Good, a pro bono initiative that provides free Websites to centers for local children. The goal is to help them raise money to fund free programs as well as educate and enable the older children to earn money for their college tuition.

Before co-founding Greater Than One, Ms. Izard Apelles was VP at Fox Television where she ran the national spot sales of five of news corps' largest TV stations. Previously, she was VP, group sales manager, at Petry Television. She originally joined Petry as a sales assistant, then account executive, before assuming the VP position. ♦

**GETTING PERSONAL WITH ELIZABETH IZARD APELLES**

**FAMILY:** Partner, Dinah Nissen; son, Philip Aristotle Apelles, 15; daughter, Isabella Izard Nissen, 3

**HOBBIES:** Coaching children's basketball, golfing, gardening

**GIVING BACK:** Greater Good

**BUCKET LIST:** Go to the French Open; find the world's best snorkeling place; tour India; climb Mount Kilimanjaro

**INSPIRATION:** Martin Luther King, Barack Obama

**MOST UNUSUAL PLACE VISITED:** Mount Kenya, the top of Turtle Peak, Alaska

**LIFE LESSONS:** Always, always try your best and never give up

**UNDER THE CLOAK OF INVISIBILITY:** Visit the White House

**MORE** DR. JEFFREY KINGSLEY MEDICINE FOR ALL

**JEFFREY KINGSLEY, D.O., IS CEO AND CO-FOUNDER OF SOUTHEAST REGIONAL RESEARCH GROUP INC. (SERRG).**

He has conducted medical research since 2002 in the areas of cardiology, dermatology, gastroenterology, gynecology, infectious disease, nephrology, neurology, pulmonology, rheumatology, and wound care.

Dr. Kingsley and SERRG Co-founder Joseph Surber, D.O., have extensive contacts in the medical community, including principal investigators in all subspecialties.

He is eager to completely change the cul-

ture of research in medicine. He says too few physicians participate in the research process. Every drug, every pacemaker, every joint replacement required research before it was allowed on the market. He says physicians today have the privilege to choose one drug over another, one device over another, yet they don't participate in the process that was required to make those possible. He views it as an obligation: participating in a process that betters the practice for the next generation of physicians.

In addition to his work at SERRG, Dr. Kingsley is board certified in family medicine and continues to work in emergency and hospitalist medicine.

Before forming SERRG, Dr. Kingsley was medical director of family medicine and urgent

**GETTING PERSONAL WITH DR. JEFFREY KINGSLEY**

**FAMILY:** Wife, Christine Senn; children, 14, 7, 4, 2; mother

**HOBBIES:** Building, hiking, mountaineering, camping, studying, motorcycle riding

**GIVING BACK:** Provide 100% free healthcare to all patients; Heifer International, United Way, The March of Dimes, Goodwill

**INSPIRATION:** People who push their own boundaries

**LIFE LESSONS:** There is no I can't, only how can we

**A LITTLE-KNOWN FACT:** He was an active member of a Cherokee tribe and chief of the warrior society

care departments. He began his career in bench research in biology and chemistry in 1988 and proceeded into medical research in 1995.

He did his residency in family medicine at Columbus Regional Medical Center. ♦

The **ENTREPRENEURS****MORE DR. RON COHEN DEVELOPING BREAKTHROUGH THERAPIES**

**RON COHEN, M.D., IS PRESIDENT, CEO, AND FOUNDER OF ACORDA THERAPEUTICS, A PUBLIC BIOTECHNOLOGY COMPANY DEVELOPING THERAPIES FOR SPINAL CORD INJURY, MULTIPLE SCLEROSIS,**

**AND OTHER DISORDERS OF THE CENTRAL NERVOUS SYSTEM.**

Dr. Cohen previously was a principal in the startup of Advanced Tissue Sciences Inc., a biotechnology company engaged in the growth of human organ tissues for transplantation uses.

He completed a residency in internal medicine at the University of Virginia Medical Center, and he is board certified in internal medicine.

As a board member of the Biotechnology

**GETTING PERSONAL WITH DR. RON COHEN**

**FAMILY:** Wife, Amy Martini; daughters Rachel, 9; Alexandra, 6; father Sidney M. Cohen, M.D.; mother Lea Cohen; brother, Oren Cohen; sister, Navah Kaplan

**HOBBIES:** Singing, theater

**GIVING BACK:** National MS Society, Christopher Reeve Paralysis Fund, National Spinal Cord Injury Association; Westchester Science and Engineering Fair

**BUCKET LIST:** Cure spinal cord injury and MS; travel in China and India

**INSPIRATION:** Parents; associates at Acorda; wife, Amy Martini; Barack and Michelle Obama

**TOP IPOD DOWNLOADS:** Jazz, rock, classical

**SCREENSAVER:** A photo of the cosmos

**MOST UNUSUAL PLACE VISITED:** Petra, Jordan

**A LITTLE-KNOWN FACT:** He rowed the stroke position in an eight-oared crew shell that won the Eastern Sprints Championships in college

Industry Organization (BIO) and board member and vice chair of the BIO emerging companies section, he believes that true innovation in medicine comes from emerging biotech companies. Dr. Cohen also is previous chairman of the board of the New York Biotechnology Association and serves as a member of the Health Care Governing Body and the Emerg-

ing Company Section of the Board of BIO. Additionally, Dr. Cohen is a member of the Columbia-Presbyterian Health Sciences Advisory Council.

He has campaigned on Capitol Hill to encourage legislation that rewards innovation and enables companies to access the capital needed to pursue new therapies. ♦

**MORE JASWINDER CHADHA LIVING THE VISION**

**JASWINDER S. CHADHA IS PRESIDENT AND CEO OF MARKETRX, A COGNIZANT COMPANY.**

Mr. Chadha co-founded marketRx with the vision of bringing cutting-edge analytics and interactive technology to the healthcare marketing arena. His efforts paid off, not only in earning recognition on several fronts but in finding the right partner when it came time to take marketRx to the next level through the purchase by Cognizant.

Under his stewardship, marketRx was recognized by Deloitte as one of the fastest growing technology companies in North America for three years in a row (2005, 2006, and 2007) and was named to PwC & Entrepreneur Mag-

azine's Hot 100 fastest growing companies in the United States (2005) and Inc.'s Fastest Growing 500 companies (2005). Mr. Chadha was named to the 2003 Top 40 under 40 by NJBIZ Magazine, and he was awarded the Entrepreneur of the Year Award by Ernst & Young in 2004, an honor he says has been a real high point in his career.

Mr. Chadha says one of the challenges the pharma industry needs to address is how to deal with the government as the biggest payer for pharmaceuticals, a changing dynamic for the industry. He also believes the future for the industry lies in rethinking the big pharma model and says a defining moment will be when a company, such as Pfizer, decides to split itself into many smaller specialty companies.

Before marketRx, Mr. Chadha was a director of strategic promotional planning for a healthcare consulting company. ♦

**GETTING PERSONAL WITH JASWINDER CHADHA**

**FAMILY:** Wife, Anupreet; children, Harsabreen, 9; Harkanwar, 7

**HOBBIES:** Traveling, news junkie

**GIVING BACK:** The Indus Entrepreneurs; New Jersey Technology Council; South Asian Pharmaceutical Council

**BUCKET LIST:** Traveling to 100 countries with family

**INSPIRATION:** Farhad Khosravi

**TOP IPOD DOWNLOADS:** Hindi film music

**MOST UNUSUAL PLACE VISITED:** Carlsbad Cavern National Park, New Mexico

**LIFE LESSONS:** You have one life to live; make sure that there are no regrets

**A LITTLE-KNOWN FACT:** He was captain of his college basketball team

**UNDER THE CLOAK OF INVISIBILITY:** Visit the White House

**MORE FARUK CAPAN AHEAD OF HIS TIME**

**FARUK CAPAN IS FOUNDER AND CEO OF INTOUCH SOLUTIONS INC., ESTABLISHED WITH THE IDEA OF DRIVING PHARMACEUTICAL MARKETING FORWARD WITH NEW MODELS AND DIGITAL SOLUTIONS.**

Before founding the company in 1999, he was the brain behind the industry's first patient-community portal, MSWatch, an

online community for individuals with multiple sclerosis. The launch of MSWatch in 1998 was one of the first online platforms for building patient relationships.

Mr. Capan has more than 11 years of experience in the pharmaceutical, finance, marketing, and information systems industries.

Formerly, he was the head of the business information systems department at Teva Neuroscience (formerly Teva Marion Partners, a division of Hoechst, Germany) and before this, he was employed by Marion Merrell Dow (now Sanofi-Aventis). ♦

**GETTING PERSONAL WITH FARUK CAPAN**

**FAMILY:** Married; two children

**HOBBIES:** Playing soccer, traveling

**INSPIRATION:** People who are optimistic

**TOP IPOD DOWNLOADS:** Pop

**MOST UNUSUAL PLACE VISITED:** Bali, Indonesia

**LIFE LESSONS:** Be healthy, happy, and kind

**A LITTLE-KNOWN FACT:** Mr. Capan enjoys desserts, especially chocolate; is a naturalized U.S. citizen

**MORE** DENISE DEMAN-WILLIAMS THE RIGHT WOMAN FOR THE JOB

**DENISE DEMAN-WILLIAMS IS FOUNDER, CHAIRMAN, AND CEO OF BENCH INTERNATIONAL. SINCE FOUNDING THE COMPANY IN 1974, MS. DEMAN-WILLIAMS HAS EVOLVED IT TO BECOME ONE OF THE MOST SUCCESSFUL**

**SPECIALIZED EXECUTIVE SEARCH FIRMS IN THE WORLD.**

Ms. DeMan-Williams is deeply committed to properly shattering the glass ceiling for women in the life sciences. She has spent more than a quarter of a century developing and promoting a network of women leaders in the biotechnology and pharmaceutical sectors. To that end, she has been a Hall of Fame Inductee of the National Association of Women Business Owners; board member for the West Coast chapter of the Healthcare Businesswomen's Association; and founder of The Forum of Global Pharmaceutical Diversity and Inclusion (FRxDI).

In addition to her leadership role, Ms. DeMan-Williams recruits in the areas of R&D, corporate leadership, clinical development, regulatory affairs, science and medical advisory boards, and boards of directors.

Ms. DeMan-Williams's ability to think creatively about someone's experiences and learnings and channel them into a whole new role and way of contributing has not only advanced and, in many cases saved, careers but significantly benefited her clients.

In her own business she gives people ample room to contribute and shine.

A consummate professional and avid learner, she is always at the cutting edge of her profession and her unique specialty areas. She

credits several individuals for providing guidance and mentorship, including Sol Barer, chairman and CEO, Celgene; Alex Gorsky, vice chairman, J&J; Freda Lewis-Hall, chief medical officer, Pfizer; Tom Koestler, president R&D, Schering-Plough; and Paulo Costa, retired CEO, Novartis. For business guidance she relies on her husband and business partner, and for life wisdom, her mother, who is still working at 84.

The current swathe of lay-offs deeply troubles Ms. DeMan-Williams, who notes that cutting into the marrow of a company renders it weak and vulnerable for its own future survival.

Her guileless approach to the industry and its sticking points is highly refreshing. The barriers to industry performance are multidimensional, she says. One is the fear and same old stuff colliding with the absolute need for dramatic change, at every level. For example, she says the sheer volume and onslaught of company meetings are creating a chokehold on decision making, disengaging leaders, and diluting accountability. A second barrier is a failure to listen to internal voices and turning rather to third-party consulting organizations to try to effectuate innovation. Thirdly, she cites the malaise among some employees, who check out yet remain in their chairs. And fourthly, she worries about the ever-growing size of companies, noting that big is not better.

Beyond Bench International, Ms. DeMan-Williams sits on the board of the Learning Forum International and the SuperCamp Foundation that supports kids and teens to give them life skills, two organizations that are close to her heart.

In April of 2002, Ms. DeMan-Williams had a horrific accident. Falling backward down a flight of stairs, her left leg got caught in a stair railing as the rest of her body continued to fall.

**GETTING PERSONAL WITH DENISE DEMAN-WILLIAMS**

**FAMILY:** Husband, Dr. Stephen Williams; four children, 21 to 31

**HOBBIES:** Investing in real estate, remodeling, rehabbing properties; interior design

**GIVING BACK:** Learning Forum International, the SuperCamp Foundation, Holocaust Museum

**INSPIRATION:** Leaders who understand that their own people are as big an asset as the products they make and sell

**TOP IPOD DOWNLOADS:** Old R&B, Jack Johnson, Steve Tyrell, rock from the 1960s and 1970s

**SCREENSAVER:** Her dog, Julius

**MOST UNUSUAL PLACE VISITED:** Southwest Montana

**A LITTLE-KNOWN FACT:** Fired from five cocktail waitress jobs

From 2002 through 2007, she began the journey of multiple surgeries, living with the threat of spending the rest of her life in a wheelchair to, at last, being one of the first patients ever to have a complete leg extensor transplant (from tibia to quad). She received the leg from a grieving family of a 17-year-old girl who had been killed. Ms. DeMan-Williams is committed to giving back, particularly because she now carries with her part of a very important teen.

She also has been a supporter of the Holocaust Museum in Washington, D.C., since its inception, in memory of her adoptive father, who was a survivor. Ms. DeMan-Williams has been a donor her entire adult life to the City of Hope; her great grandmother was involved with fundraising for the organization when it was known as Home for the Hopeless. She and her husband, Steve are founding donors for a new hospital in Southwest Montana, which will serve an underserved population within a 100-mile radius. She also is a member of the board of the Israel Cancer Research Fund (ICRF). ♦

**MORE** JAY DEAKINS IMPROVING THE INTEGRATION PROCESS

**JAY DEAKINS IS FOUNDER AND PRESIDENT OF DEACOM INC., WHICH PROVIDES A COMPLETE ACCOUNTING AND ERP SYSTEM FOR PROCESS MANUFACTURERS, SPECIALIZING IN THE PHARMACEUTICAL AND**

**SPECIALTY CHEMICAL INDUSTRIES.**

Mr. Deakins says still more needs to be done at pharma companies to improve efficiencies. A key issue industry needs to address, he says, is to implement industrywide process controls at all levels of the supply chain to guarantee consistent product quality.

**GETTING PERSONAL WITH JAY DEAKINS**

**FAMILY:** Wife; children, 21, 19, and 14

**HOBBIES:** Running, biking, rollerblading, windsurfing, flying

**GIVING BACK:** Children's-oriented medical charities

**BUCKET LIST:** Riding bike across the United States; buying a jet

**INSPIRATION:** People who work hard to provide for their family

**TOP IPOD DOWNLOADS:** John Prine, Johnny Cash

**SCREENSAVER:** Runways from around the world

**LIFE LESSONS:** If it is to be, it is up to me.

**A LITTLE-KNOWN FACT:** He had a license with Major League Baseball to sell mustard packets with team logos

**UNDER THE CLOAK OF INVISIBILITY:** Visit the Oval Office

His goal is to keep taking Deacom to new heights.

Before starting Deacom, Mr. Deakins founded and served as president of Sun and Earth Company, a manufacturer of all-natural

cleaning products distributed through national supermarket chains and other mass merchants. Among other duties at Sun and Earth, Mr. Deakins led the development of software to manage all operations of the business. ♦



The **ENTREPRENEURS****MORE** CHRISTINE PIERRE SITE SPECIFIC

**CHRISTINE PIERRE IS FOUNDER, PRESIDENT, AND CEO OF RXTRIALS, A NETWORK OF INVESTIGATIVE SITES THAT CONDUCT IN- AND OUT-PATIENT CLINICAL RESEARCH.**

Recognizing the need for education for the research team, she created RxTrials Institute offering training and education through both public and customized courses. She is also the host of the Site Solutions Summit, which brings together sites and industry stakeholders to establish best clinical research site practices.

Ms. Pierre says the toughest part of getting RxTrials up and running was learning how to run a business. To that end she went back to school at night to learn about business and surrounded herself with accomplished people she trusted to give her advice. Today, she continues to explore the best practices in running a business, saying while initially she was waiting to “arrive” as a business owner she now realizes she’ll never know it all. Rather she needs to stay current and enjoy the journey.

Her commitment to advancing the protection and support of others does not stop within the clinical research industry. She is actively

involved with Hands Across The Americas, a nonprofit organization whose mission is to make a difference in the lives of those less fortunate to enhance their health, educational, and nutritional needs in the Americas. Ms. Pierre worked to create the first medical mission for this group and traveled with 34 doctors and physicians to Cali, Columbia. During the six days they were there they rendered care and performed surgery on more than 5,000 patients in desperate need of medical attention. While in Cali she met the clinical coordinator, a registered nurse. Recognizing the potential in this young lady, Ms. Pierre began to talk with her about her goals, which were to work in the United States and advance her education. Ms. Pierre facilitated her coming to the United States on a J-1 Visa. She took her under her wing and for the next two years taught her everything about clinical research. While the intention was for her to return to Cali to advance the clinical research in her home town, the young lady fell in love with Ms. Pierre’s son and the couple recently married (May 29).

A defining moment for Ms. Pierre she says was hearing Greg Koski, M.D., (then the acting director of what is now OHRP) introduce the concept of a “culture of conscious” during a keynote presentation. She was struck that the message was much like President Kennedy’s:

**GETTING PERSONAL WITH CHRISTINE PIERRE**

**FAMILY:** Married; four children; three grandchildren with the fourth due any day

**HOBBIES:** Exercise, boating, spending time with grandchildren

**GIVING BACK:** Hands across the Americas

**INSPIRATION:** Mother

**SCREENSAVER:** A flower

**MOST UNUSUAL PLACE VISITED:** The Malaysian jungle

**LIFE LESSONS:** Bloom where you’re planted; smile and wave boys, smile and wave (from Madagascar); life is what happens to you as you’re busy making other plans

**A LITTLE-KNOWN FACT:** She had a small business baking and decorating wedding cakes

“Ask not what your country can do for you, but what you can do for your country.” She says Dr. Koski’s message gave her permission to accept responsibility for her part of the industry.

Before founding RxTrials in 1995, Ms. Pierre was assistant director, surgical critical care, MedStar at The Washington Hospital Center. From 1990 to 1993, she was a clinical research coordinator at MedStar, and from 1987 to 1990 she was surgical intensive care nurse clinician at Washington Hospital Center. Ms. Pierre is a registered nurse in Maryland. ♦

**MORE** JULIE KAMPF SEARCHING FOR AND FINDING EXCELLENCE

**SINCE 2003, JULIE KAMPF HAS BUILT HER ENTERPRISE TO INCLUDE THREE ENTREPRENEURIAL VENTURES BASED IN ENGLEWOOD, N.J.: THE AWARD-WINNING RETAINED EXECUTIVE SEARCH FIRM JBK**

**ASSOCIATES INC., WHICH FOCUSES ON SENIOR-LEVEL POSITIONS; THE STAFFING COMPANY SUMMITSEARCHUS; AND THE CAREER CONSULTING FIRM CAREER CENTRAL.**

A single mother since her now-teenage son was 3 years old, Ms. Kampf appreciates the importance of work-life balance and provides her own employees with needed flexibility as well as mentoring and networking opportunities.

Her son also provided her with one of her most amusing and proud moments in her career. About five years ago, she received an award for Best New Company by the American Business Awards. Donald Trump was in attendance as the Lifetime Achievement Award win-

**GETTING PERSONAL WITH JULIE KAMPF**

**FAMILY:** Fiancée, Andrew; son, Adam, 16

**HOBBIES:** Playing tennis, golfing, traveling

**GIVING BACK:** Guiding Eyes for the Blind, Women United in Philanthropy of Bergen County, Table to Table, the Women’s Health and Counseling Center, The Healthcare Businesswomen’s Association, Dress for Success

**BUCKET LIST:** Traveling to the Middle East and Africa, a 15 handicap

**INSPIRATION:** Father

**TOP IPOD DOWNLOADS:** Workout, jazz music, the World is Flat by Thomas Friedman

**SCREENSAVER:** The beach

**MOST UNUSUAL PLACE VISITED:** Prague

**LIFE LESSONS:** Live fully, honestly, competitively, and gratefully and with lots of chocolate!

**A LITTLE-KNOWN FACT:** Participated twice in Macy’s Parade: once wearing spandex and once as the balloon handler for Under Dog

**UNDER THE CLOAK OF INVISIBILITY:** Son’s room when he is supposed to be studying

ner of this organization, and her son who was 11 at the time went right up to him, introduced himself, and told Mr. Trump that he had read every one of his books and asked for his autograph. Ms. Kampf recalls that it was funny, enchanting, and authentic all at the same time.

Her deft handling of life and business led to her company recently being named to Working Mother’s 2008 Best Women-Owned Companies, chosen for its family-friendly benefits, entrepreneurial and community spirit, and programs to help women advance.

She credits part of her success to the fabulous team she works with and the brilliant, creative, and amazing people she meets every day who better the lives of patients. These people provide the inspiration that have allowed Ms. Kampf to build and manage successful businesses that support the growth of companies within their industries.

She also credits her father who has been both a personal and professional mentor. Ms. Kampf says he provided the coaching necessary for her to have confidence in her decisions, supported her during times of uncertainty, and helped her spread her wings as a businesswoman. ♦

**MORE** **TED LAWRENCE** ACCOUNTABLE PARTNERSHIPS

**TED LAWRENCE FOUNDED LAWRENCE & COMPANY IN 2003 AS A HEALTHCARE COMMUNICATIONS AGENCY, DESIGNED ON A UNIQUE MODEL TO PROVIDE BRAND ACCOUNTABLE PARTNERSHIPS**

**WITH CLIENTS.**

The company recently celebrated its fifth anniversary, and Mr. Lawrence, CEO, says employee development and business success go hand in hand. He views people as his company's only proprietary asset and the reason everything else works. He recognizes the clear value of potential and the importance of encouraging growth. He believes that being

**GETTING PERSONAL WITH TED LAWRENCE**

**HOBBIES:** Playing tournament tennis, ice hockey, clay shooting

**GIVING BACK:** N.J. Goals Ahead (Youth hockey programs for disadvantaged kids)

**BUCKET LIST:** Compete in the Vikingarännet (80 km ice-skating race in Sweden), attend a Winter Olympics, live by the ocean

**INSPIRATION:** Mother

**TOP IPOD DOWNLOADS:** Workout play featuring The White Stripes, Pink, and Eminem

**MOST UNUSUAL PLACE VISITED:** Torpedo room on a U.S. nuclear submarine

**LIFE LESSONS:** "You cannot consume more than you produce."—Ayn Rand

**A LITTLE-KNOWN FACT:** He was on Boston University (Division 1) ice hockey team as a "walk-on" goaltender

honest and open is the only way to establish a true partnership with anyone.

He remains in all things passionate and undeterred.

Before founding the company, he spent 20 years with Young & Rubicam healthcare agency Sudler & Hennessey, most recently as gener-

al manager. While at the company, he led the creation of S&H Consumer/Powered by Wunderman, a collaborative venture with Young & Rubicam sister company Wunderman.

Before that he spent a year at Klemtner Advertising in New York. He began his marketing career with Hill Holiday in Boston. ♦

**MORE** **GEORGETTE PASCALE** RELATING ON A PUBLIC FRONT

**GEORGETTE PASCALE IS FOUNDER, PRESIDENT, AND CEO OF PASCALE COMMUNICATIONS, A VIRTUAL, ALL-FEMALE HEALTHCARE PR AGENCY.**

She impresses clients and employees alike with her overall professionalism and extreme knowledge of the healthcare/pharma industry, particularly as it pertains to her clients' areas of specialty. She has a knack for problem solving and has become very good at thinking on her feet and even gets excited about solving crises.

One area of contention within the industry is a tendency to cut back on marketing in an

economic downturn. Ms. Pascale warns that this could have a damaging effect upon an economic rebound; companies that have cut back drastically will not be in a position to adjust quickly, given that marketing budget approvals happen annually, and will end up behind their competitors. The smart money is on finding cost-effective ways to continue to market one's products and company.

Before founding the agency, she was director of the healthcare practice at RLM PR.

Ms. Pascale made her foray into the PR world by interning at Bender, Goldman and Helper in New York City, now Bender/Helper Impact. She then joined the PR firm of Hill & Knowlton. She also has worked at Shore Fire Media and ExcitePR. ♦

**GETTING PERSONAL WITH GEORGETTE PASCALE**

**FAMILY:** Husband, Robert J. Noecker, M.D.; daughters, Bianca, 3 and Lucia, 18 months; son, Carlo, 8 weeks

**GIVING BACK:** Prevent Blindness America (PBA), Ophthalmic Women Leaders (OWL), The Children's Home and Lemieux Family Center, Pittsburgh Children's Museum

**BUCKET LIST:** Travel to Australia and South Africa, get MBA

**INSPIRATION:** Father, children, husband, employees, mentors, friends

**TOP IPOD DOWNLOADS:** Foo Fighters, Brad Mehldau, Pete Dinklage, Miles Davis, U2, Dave Matthews, Wilco, Red Hot Chili Peppers

**SCREENSAVER:** Family and friends

**MOST UNUSUAL PLACE VISITED:** Carnivale in Rio de Janeiro; tailgating at a Pittsburgh Steelers game

**MORE** **DR. STUART PELTZ** A FEARLESS APPROACH TO DRUG DISCOVERY

**STUART W. PELTZ, PH.D., IS FOUNDER, PRESIDENT, AND CEO OF PTC THERAPEUTICS, WHICH HE ESTABLISHED IN 1998.**

The ground-breaking work at PTC can be attributed to Dr. Peltz's fearless approach to drug discovery, his willingness to tackle complicated problems, and his passionate leadership.

Taking observations made as a basic scientist, developing them into a commercial enterprise, seeing it through clinical development, and then preparing the product for commercialization has been an exciting opportunity, Dr. Peltz says. His next goal is to continue to build PTC into a sustainable biopharmaceuti-

cal company bringing multiple innovative products to patients.

An empiricist, Dr. Peltz is not attached to dogma; programs move forward if the data suggest activity, even if they appear to work via an unexpected mechanism.

Before PTC, Dr. Peltz was a professor in the department of molecular genetics and microbiology at the University of Medicine and Dentistry of New Jersey.

Dr. Peltz has received multiple honors and fellowships, including 2009 Sparkle of Hope Honoree, NJ Magazine top 10 NJ scientists in 2008, Genetic Alliance Art of Partnership Award in 2008, NJTC Emerging Company of the year Award in 2004, and New Jersey High Tech Hall of Fame Inductee in 2004. ♦

**GETTING PERSONAL WITH DR. STUART PELTZ**

**FAMILY:** Wife; two brothers

**HOBBIES:** Reading, movies, wine, architecture, traveling, sports

**GIVING BACK:** ALS Foundation, Elijah's Promise

**BUCKET LIST:** Help design and build his next house; spend winters in a warm place; get back in shape and play basketball

**INSPIRATION:** Patients and their families

**TOP IPOD DOWNLOADS:** Stacey Kent, Big twist and the Mellow Fellows

**MOST UNUSUAL PLACE VISITED:** India

**LIFE LESSONS:** Live your life like you only get one shot at it

**A LITTLE-KNOWN FACT:** He was mayor of the Munchkins in an elementary school production of the Wizard of Oz

The **ENTREPRENEURS****MORE** DR. AHNAL PUROHIT NAVIGATING THE JOURNEY

**AHNAL PUROHIT, PH.D., AND ED DONAHOE STARTED AN AGENCY IN 1985 THAT BROUGHT TOGETHER A MIX OF SERVICES THAT INCLUDED MARKETING RESEARCH, STRATEGY, AND PROMOTIONS.**

**THEY BUILT A COMPANY WITH MARK MILLER THAT EVENTUALLY BECAME DONAHOE PUROHIT MILLER INC., ONCE A MODEST AGENCY AND NOW A THRIVING MARKETING FIRM WITH MULTIPLE DIVISIONS, A NAME-BRAND CLIENT ROSTER, AND A RANKING IN THE TOP 50 OF U.S. HEALTHCARE AGENCIES.**

In 2008, in proactive response to ACCME guidelines, Dr. Purohit and her team reorganized to separate the agency's medical education unit in New Jersey from its promotional advertising division in Chicago. The result was the formation of Purohit Navigation.

As one of the top 10 privately owned agencies, Dr. Purohit says the focus remains on what the agency has always offered clients — unequivocal excellence in navigating the full potential of small-to-midsized specialty brands and a higher standard of care.

Dr. Purohit is revered by her staff for her compassion, insights, and dedication to helping agency employees reach their potential.

Likewise she is inspired by their passion, stimulated by what they know of emerging technologies, and motivated by watching them interact with clients and each other.

Specifically within the pharma industry, she is inspired by Fred Hassan, chairman and

CEO of Schering-Plough. Outside of the pharmaceutical industry, Dr. Purohit finds Indra Nooyi, CEO of PepsiCo, to be especially inspiring because she is known as a “master of substance,” thoroughly familiar with the Pepsi line and the in-depth financial metrics, yet also is a deeply caring person. Dr. Purohit says Ms. Nooyi is so relatable to all types of people — from the boardroom to the front line and she likes her philosophy of “performance with purpose.”

Dr. Purohit also looks to her family as an important source of support and mentoring, both personally and professionally. Her mother, husband, and daughter have been a constant resource for counsel, feedback, and inspiration.

Dr. Purohit entered the agency world after leaving academia, where she was a professor at The University of Illinois Medical Center.

While pursuing her doctorate at the University of Delaware, Dr. Barker Bausell was a tremendous influence for Dr. Purohit. Dr. Bausell helped her select her advisory board and was a source of encouragement from day one. Without him, Dr. Purohit says she doesn't think she would have pursued her Ph.D.

Outside the office, Dr. Purohit is just as passionate about improving the lives of others. She is a board member of the African Women's Alliance in Support of Health (AWASH), an organization that was founded to help the estimated 3 million women and girls who suffer or die from vesicovaginal fistula (VVF), a condition that occurs as a result of obstructed labor.

Dr. Purohit and her daughter Anshal Purohit helped establish the foundation from the ground up, creating a 501(c)(3) organization with a nurse, physician, and volunteers to provide medical treatment and help.

**GETTING PERSONAL WITH DR. AHNAL PUROHIT**

**FAMILY:** Husband, Ankur; daughter, Anshal

**GIVING BACK:** African Women's Alliance in Support of Health, American Cancer Society, The Mook Dhvani Trust

**INSPIRATION:** Mother; Colleagues; Fred Hassan, Schering-Plough; Indra Nooyi, PepsiCo

**MOST UNUSUAL PLACE VISITED:** Hadar, Ethiopia

**A LITTLE-KNOWN FACT:** She sold encyclopedias when in graduate school

In her role with AWASH, Dr. Purohit uses her analytical skills, business acumen, and above all, her compassion to bring care to women and young girls. Since AWASH was founded almost 400 women have received the medical procedure necessary to change their lives.

Organized by several Purohit Navigation employees originally, Dr. Purohit says she felt compelled to jump on board to get involved with the Chicago chapter of the ACS, and she participates in Daffodil Days, a cause-related marketing event to support cancer research and services to those who are affected by cancer. Dr. Purohit believes so strongly in the cause that she expanded the program to make it a corporate partnership.

In addition, Dr. Purohit is personally involved in an educational initiative in her hometown of Baroda, India. The Mook Dhvani Trust aims to impart quality education and bring constructive changes in the lives of children who cannot hear or speak. Schools ranging from primary grades to college are preparing physically challenged children and young adults to face the future challenges of life. Involvement in this organization goes back to a lesson Dr. Purohit's mother imparted early in her life: the importance of education. ♦

**MORE** ROBERT STERN CME START-UP

**ROBERT STERN IS PRESIDENT AND CEO OF PROJECTS IN KNOWLEDGE, WHICH HE FOUNDED IN 1980 TO DELIVER TIMELY AND RELEVANT CME/CE ACTIVITIES.**

Realizing that clinicians and the public need assurance that medical education is evidence-based, has scientific integrity, and will improve patient care, he instituted a third-party independent review process through a partnership with the University of Pennsylvania School of Medicine Office of CME to ensure that fair balance is provided and the information presented is relevant, timely, and

**GETTING PERSONAL WITH ROBERT STERN**

**FAMILY:** Wife: Marian; children, Adam, Ari, Zach

**HOBBIES:** Golfing, traveling

**GIVING BACK:** Started a small foundation that gives money to organizations involved in solving problems for people in desperate need

**INSPIRATION:** Wife, children

**TOP IPOD DOWNLOADS:** Son's music label business

**SCREENSAVER:** Family picture from a vacation

**MOST UNUSUAL PLACE VISITED:** Marrakech, Morocco

free of commercial bias. Mr. Stern also is the founder and CEO of MedPage Today, a Web-based provider of real-time 24/7 breaking medical news, medical/scientific meeting coverage, and other resources for medical professionals, who can earn CME/CE credits by reading the news and conducting point-of-care searches, as well as consumers.

Previously, he was president of cmeinfo.com,

a producer of board review and medical update courses for physicians. Mr. Stern was also the start-up investor and a founder of FingerTip Formulary, a Website that allows physicians and other healthcare professionals to determine formulary drug status for health plans.

In addition, Mr. Stern is the editor of Genome, which is devoted to exploring how the human genome was mapped. ♦

**MORE** ALAN TOPIN THE SPICE OF LIFE

**ALAN TOPIN IS FOUNDER AND PRESIDENT OF TOPIN & ASSOCIATES, A FULL-SERVICE HEALTHCARE MARKETING COMMUNICATIONS AGENCY.**

Mr. Topin leads the agency by setting the vision, strategic direction, and culture of the company. He believes the job of a marketing communications company is to deliver impact, which is why the agency adopted the chili pepper as its signature brand.

Mr. Topin acts as a key strategist for the agency's clients, working with them in their overall planning, development, and strategic efforts.

Witty and self-deprecating, Mr. Topin describes himself as cynical, which he translates as realistic and blunt, which he says really means clear. Either way, he jests, he doesn't expect to be chosen as the Ambassador to the Court of Saint James's any time soon (a reference to the senior palace of the British Sovereign and to which all ambassadors and high commissioners to the U.K. are accredited and received).

From the collaborative tone he sets in the office to his commitment to the growth of every employee to the personal generosity he continually displays, Mr. Topin is a boss like no other. The result is a place that people actually look forward to coming to every morning.

**GETTING PERSONAL WITH ALAN TOPIN**

**FAMILY:** Wife, Karen; son, Jeremy; daughter, Allyson; two grandchildren

**HOBBIES:** Art, books on tape (mysteries), kaleidoscopes, and cheeseburgers

**GIVING BACK:** Katie's Fund, Alpha Resource Center of Santa Barbara, which provides social and recreational opportunities for teens and young adults with developmental disabilities

**BUCKET LIST:** Travel to Europe and the Orient, hang glide, sky diving

**INSPIRATION:** Corner newspaper salesman

**TOP IPOD DOWNLOADS:** Podcasts, TED Talks, Onion News; Contemporary Jazz

**SCREENSAVER:** Agency logo

**MOST UNUSUAL PLACE VISITED:** The American Museum of Lint

**WORDS TO LIVE BY:** Don't bother going to the American Museum of Lint

**A LITTLE-KNOWN FACT:** He wants to do a cheeseburger crawl across the U.S. with a good friend, ending at Forest Lawn Cemetery

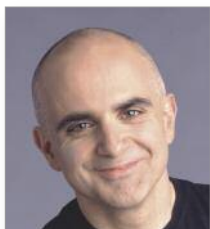
Mr. Topin's humor, generosity, and passion inspire and motivate his colleagues, employees, and peers throughout the industry. Those who know Mr. Topin will probably not be surprised from where this down-to-earth leader draws his inspiration. He says it may sound odd, but there is a guy who he has

passed everyday on his way to work for decades selling the daily newspaper in the middle of traffic on the same corner in downtown Chicago. Mr. Topin says the man wears the same beat-up old army jacket and looks like he's probably homeless, but he's there every single day, rain, snow, slush, dodging the cars that are rushing to beat the stoplight, trying to sell his papers for just a few quarters each. His daily appearance at what appears to be one of the worst jobs ever has always struck Mr. Topin as an example of incredible commitment. Admittedly, Mr. Topin says this may be all the work he could find, or maybe he's a wealthy eccentric with a hidden portfolio of municipal bonds and he likes to get up early each day, but each time he sees him Mr. Topin says it's an example of commitment, continuity, and doing what it takes to get a job done.

His colleagues would say this sounds just like Al.

Before founding the agency, Mr. Topin served as VP of marketing at Helene Curtis, a personal-care products company that was acquired by Unilever in 1996. In this position he was responsible for the marketing, product design, product management, and public relations for various products.

Previously, he worked as an account executive at J. Walter Thompson, where he focused on the Alberto Culver and Gillette accounts, creating advertising campaigns for various personal care products. ♦

**MORE** CHRISTOPHER SCHROEDER REAL-LIFE ACCOUNTS

**CHRISTOPHER SCHROEDER IS CO-FOUNDER AND CEO OF HEALTHCENTRAL (HEALTHCENTRAL.COM), A COLLECTION OF CONDITION AND WELLNESS-SPECIFIC WEB-BASED RESOURCES**

**FOCUSED ON CONSUMERS SHARING REAL-LIFE EXPERIENCES RELATED TO THEIR HEALTH NEEDS.**

Mr. Schroeder has been a pioneer in creating sites to ensure that individuals receive the proper education and information, moral support, and sense of community that they need to get and stay well. A visionary with boundless enthusiasm combined with an infectious ability to bring out the best in the people with whom he works, he can get individuals with disparate skills to collaborate to accomplish novel changes and important projects.

He combines a businessman's under-

standing of strategy and marketing with a scientist's understanding of research methodology, an artist's sense of creativity and passion, and a leader's ability to inspire people to band around him and commit to making The HealthCentral Network a nexus for innovation and the dissemination of information.

Through his energy and enthusiasm, Mr. Schroeder helps to remind those he works with about the importance of connecting with patients and healthcare providers.

Before HealthCentral, Mr. Schroeder served as CEO and publisher of Washingtonpost Newsweek Interactive, which hosts washingtonpost.com and newsweek.msnbc.com, among other leading news and information Websites.

During his career he has been CEO and president of Legi-Slate, a provider of online news, analysis, and data pertaining to federal and state legislation and regulation, and he was a partner with Thayer Capital Partners.

He was also with the investment bank Salomon Brothers.

**GETTING PERSONAL WITH CHRISTOPHER SCHROEDER**

**FAMILY:** Wife, Alexandra Hastings Coburn; sons, Jack, 13; Ben, 8; daughter, Julia, 11

**HOBBIES:** Reading, traveling, sports, hiking the Adirondacks, community activities

**GIVING BACK:** Room to Read, Center for New America Security, various health causes, especially in mental health; various international relations organizations

**INSPIRATION:** Children, every employee at HealthCentral

**TOP IPOD DOWNLOADS:** Documentaries, Jon Stewart, and films

**LIFE LESSONS:** Always side on action, but maintain some patience and fortitude

**A LITTLE-KNOWN FACT:** He was a DJ in high school

He was co-founder and served as chairman of the Online Publishers Association (OPA), a research and information organization comprised of the CEOs of online content publishers.

Early on, he served in leading management roles in President George H. Bush's 1988 and 1992 election campaigns. ♦

The **ENTREPRENEURS****MORE** **ROBERT NORRIS** THE RIGHT STUFF

**BOB NORRIS STARTED COMPLETE HEALTHCARE COMMUNICATIONS INC. (CHC) IN 1994 AFTER 11 YEARS ON THE CLIENT SIDE OF THE PHARMACEUTICAL INDUSTRY AT ZENECA PHARMACEUTICALS.**

Mr. Norris held positions in sales, marketing (ethical, direct-to-consumer, and trade), public and professional relations, managed care contracting and marketing, and finance. He also spent three years working for Zeneca in the United Kingdom, where he held positions in international product management, business development, and finance.

He believes one of the biggest challenges for industry is determining the fair market value of what it provides to those in need of care. With pharmaceutical companies under siege from many sides, even being likened to the tobacco industry in likeability polls, Mr. Norris says both the seller and buyer will have to come to grips with pricing and value. The public has to better understand the tremendous investment and risk the industry takes on, but at the same time the industry has to

understand that just because it invents and develops a product, it doesn't mean that the market can afford it. The pricing pressure impacts all service providers, CHC included, and challenges everyone to reinvent how business needs to get done; maintaining the quality for customers, but delivering more efficiently and at a lower cost.

Mr. Norris' tremendous insights come from his long career and notes that several folks have been instrumental in his success.

One of his professional mentors is Bill Laylor, former president of Stuart Pharmaceuticals. As a brand new sales rep, Mr. Norris says he was always inspired by how he took the time to meet and get to know all staff with no pretense of his position. Mr. Laylor would never hesitate to drop in to see how things were going or ask an opinion. Mr. Norris has tried to emulate Mr. Laylor's openness and casual style as well as his true interest and desire to make everyone feel welcome and important to the cause.

Mr. Norris gives praise to another mentor, Dr. Mike Asbury, former directorate of ICI Pharmaceuticals. As a mid-level manager, Mr. Norris was impressed by Mr. Asbury's ability to recruit top talent to his team. He set high expectations with clear guidance for his staff

**GETTING PERSONAL WITH BOB NORRIS**

**FAMILY:** Wife, Debbie; daughters, Dani and Erica; son, Greg

**HOBBIES:** Golfing, piloting

**GIVING BACK:** Boy Scouts

**BUCKET LIST:** Fly in a fighter jet, travel to all seven continents, learn how to work with wood, tour vineyards in France

**INSPIRATION:** His wife

**TOP IPOD DOWNLOADS:** The Audacity of Hope by Barak Obama; The Reagan Diaries by Ronald Reagan; In an Instant by Lee and Bob Woodruff

**MOST UNUSUAL PLACE VISITED:** Romania

**LIFE LESSONS:** Be fair and kind to others

**A LITTLE-KNOWN FACT:** He serves as a township supervisor

**UNDER THE CLOAK OF INVISIBILITY:** Ride a space shuttle

and then left the troops to their own methods to achieve his expected results.

In addition to his CHC responsibilities, Mr. Norris has been active in his local Boy Scout Troop for a number of years. He became involved in Boy Scouts with the goal to achieve the rank of Eagle Scout; he was fortunate to achieve that goal, and along the way learned leadership, self-reliance, focus, how to work with people to accomplish a common aim, and to appreciate nature. ♦

**MORE** **ELLEN MORGAN** A TEAM ENDEAVOR

**AS CO-FOUNDER, CEO, AND PRESIDENT OF SYNERACT, ELLEN MORGAN ESTABLISHES THE CORPORATE VISION AND BUSINESS STRATEGY.**

Believing that a company's best assets are its people, Ms. Morgan makes sure that employees are acknowledged for individual and team accomplishments with celebratory lunches, team outings, recognition during employee meetings or in newsletters, e-mails, or on the company Intranet.

Health is a priority for Ms. Morgan in all aspects and she encourages employees to take care of themselves. She provides an employee assistance program and also has the company sponsor sporting activities, for example, softball, tennis, and marathons, so that employees can participate.

And she is a strong mentor for women in the industry; 70% of Syneract's employees are women, many of whom started in data entry jobs and moved up to more responsible levels through Ms. Morgan's guidance and training.

Summer internship programs also provide young people who wish to get into the health-

care and research fields an opportunity to learn about clinical research.

Ms. Morgan's penchant for mentoring women is not surprising given that she draws much of her inspiration from her mother, an Irish immigrant, who was a very strong, yet warm and compassionate woman. She admires her strength in difficult situations and the way her mother cared for others even as her own health was deteriorating. Ms. Morgan says it was her influence that provided her with the ability to understand the needs of others, including clients and employees.

With more than 25 years of experience in clinical research, she has more than proven her mettle in the industry. She recalls having undergone a highly difficult assignment early in her career with fortitude. Ms. Morgan was assigned as the unblinded person where she worked on a confirmatory trial for the biotech company's lead product. She received the interim analysis results from the outside statistician and learned that the very important trial had failed. She had to keep the outcome confidential and had to work with her team and others in the company for several months to complete the study, knowing that she and her coworkers would lose their jobs once the work was completed.

**GETTING PERSONAL WITH ELLEN MORGAN**

**FAMILY:** Married; two children

**HOBBIES:** Running, traveling, hiking

**GIVING BACK:** Ronald McDonald House, American Heart Association

**BUCKET LIST:** Travel to Ecuador, Chile, China, and India; learn to play the piano; have time for volunteer work

**INSPIRATION:** Mother

**TOP IPOD DOWNLOADS:** Rolling Stones

**SCREENSAVER:** Syneract logo

**MOST UNUSUAL PLACE VISITED:** Buddhist temple, Japan

**LIFE LESSONS:** There's always a way

**A LITTLE-KNOWN FACT:** As a teenager, she drove a tractor

**UNDER THE CLOAK OF INVISIBILITY:** Visit clients

She is a renowned expert in data management, statistics, clinical information systems, and successfully preparing and submitting studies to the FDA.

Before founding Syneract, Ms. Morgan held positions with: Gensia Inc. as director of data management and statistics; Pfizer Inc. as manager of clinical data operations; and Sterling Drug as project coordinator, clinical data management. ♦

**MORE** **JAMES KNIPPER** A FAMILY AFFAIR

**JIM KNIPPER, PRESIDENT AND CEO OF J. KNIPPER AND COMPANY, FOUNDED THE FIRM IN 1986 WITH HIS FATHER.**

The Lakewood, N.J.-based company provides marketing solutions for the pharmaceutical and healthcare industries.

Outside of the office, Mr. Knipper says that being a product of Catholic Jesuit education has inspired him to focus on giving back to the institutions that gave him so much. Deeply committed to ensuring that a Catholic education is affordable to those who desire it, he donates time and talent by serving on the

**GETTING PERSONAL WITH JIM KNIPPER**

**FAMILY:** Wife, Teresa; sons, Timothy, Jonathan, Peter, and Jacob

**HOBBIES:** Geocaching, bicycling, golfing

**GIVING BACK:** University of Scranton, Georgian Court University, Oratory Prep School, Cranaleith Spiritual Center, Foundation for Student Achievement for the Diocese of Trenton, Employee Association of New Jersey

**BUCKET LIST:** Traveling with his wife and working on her bucket list

**INSPIRATION:** Every Knipper employee

**TOP IPOD DOWNLOADS:** Chicago, Mark Schultz, Steven Curtis Chapman

**SCREENSAVER:** Jersey Shore

**LIFE LESSONS:** Always treat others better than you feel you are treated

**A LITTLE-KNOWN FACT:** He is an ordained Deacon in the Catholic Church

boards of trustees at the University of Scranton, Georgian Court University, and the Oratory Prep School; the advisory board of the Cranaleith Spiritual Center; and he is the trustee and

vice chair for the foundation for student achievement for the Diocese of Trenton. Additionally, he serves on the Board of Directors, Employee Association of New Jersey. ♦

**MORE** **KENNETH PHELPS** WHAT'S OLD IS NEW AGAIN

**KENNETH PHELPS IS PRESIDENT AND CEO OF CAMARGO PHARMACEUTICAL SERVICES, WHICH HE FOUNDED TO PROVIDE ONE-STOP DRUG DEVELOPMENT SERVICES TO EMERGING, VIRTUAL, AND SMALL PHARMACEUTICAL COMPANIES.**

Mr. Phelps also has carved out a niche by breathing new life into old drugs by helping companies to improve a product's efficacy or safety and creating an extended-release version or a pediatric product.

Before founding Camargo, his broad background in drug development led to a number of executive level-assignments in the areas of quality control, project management, and reg-

ulatory, clinical, and medical affairs at Duramed Pharmaceuticals (now Barr Pharmaceuticals).

Previously, Mr. Phelps held a number of positions at Merrell National Labs, which merged to become Merrell Dow and eventually evolved into Aventis.

At Merrell he had global responsibility for quality assurance, quality control, and processing technology with an assignment based in Milan, Italy, and later directed IT for multinational manufacturing operations, leading to technical improvements in R&D, accounting, and manufacturing operations.

He began his career synthesizing, characterizing, and performing drug metabolism studies of potential carcinogens with the Eppley Center for Research in Cancer.

He also gained early entrepreneurial expe-

**GETTING PERSONAL WITH KEN PHELPS**

**FAMILY:** Wife, Linda; daughters, Meghan and Lauren

**HOBBIES:** Photography, woodworking

**BUCKET LIST:** Take a trip down the Danube river; go on Kenya safari; visit almost anywhere in Alaska

**INSPIRATION:** Colin Powell, Winston Churchill, Thomas Jefferson

**TOP IPOD DOWNLOADS:** Classical symphonies, operatic arias

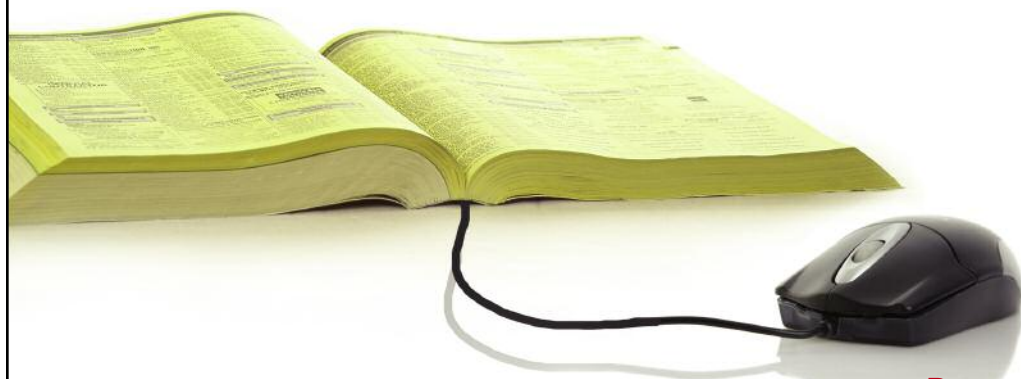
**MOST UNUSUAL PLACE VISITED:** A monk grotto, Greece

**LIFE LESSONS:** Patience will be rewarded

**A LITTLE-KNOWN FACT:** He was part of a group that dribbled a basketball 596 miles across the state of Nebraska.

rience by establishing a laboratory and manufacturing sterile blood collection tubes. ♦

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**MORE** **LECIA SHAFFER** **DEVELOPING A CLINICAL WEB OF SERVICES**


**LECIA SHAFFER IS CO-FOUNDER AND VP, OPERATIONS AND CLINICAL SERVICES AT NEXTRIALS. WITH MORE THAN 25 YEARS OF CLINICAL RESEARCH AND PROJECT MANAGEMENT EXPERIENCE,**

**MS. SHAFFER PROVIDES ONGOING CLINICAL INPUT INTO NEXTRIALS' WEB-BASED PROJECT AND DATA MANAGEMENT TOOLS.**

She has dedicated a significant amount of time and resources to the development of and adherence to data standardization.

These contributions have drastically altered the pharmaceutical industry by providing a resolution to two of its most pressing

problems: patient recruitment and clean data for clinical trials.

While a long time coming, Ms. Shaffer says the move by the industry to embrace EDC and Web-based technologies is helping to drive greater efficiencies.

Ms. Shaffer notes that pharmaceutical companies still have a way to go in terms of maximizing technology, but by adopting solutions designed to assist the drug development process, it could greatly speed getting drugs to market and potentially saving patients' lives.

Previously, she served in the role of program manager for the Herceptin project team at Genentech.

She has also set up and managed numerous clinical studies for Syntex and served as both team manager and project manager while at a mid-sized CRO. ♦

**GETTING PERSONAL WITH LECIA SHAFFER**

**FAMILY:** Husband; two stepdaughters; two sons; one dog

**HOBBIES:** Golfing, traveling, scuba-diving, real estate hunting, hiking

**GIVING BACK:** American Cancer Society, St. Jude Children's Hospital

**BUCKET LIST:** Travel, read, beat sons at Mario Kart on Wii

**INSPIRATION:** President Barack Obama, sons

**TOP IPOD DOWNLOADS:** Jason Mraz, Katy Perry, Michael Buble

**SCREENSAVER:** Lake Okoboji

**MOST UNUSUAL PLACE VISITED:** Great Barrier Reef, Australia

**LIFE LESSONS:** Fall down seven times, get up eight

**A LITTLE-KNOWN FACT:** She held the high jump record in high school for more than 10 years.

**UNDER THE CLOAK OF INVISIBILITY:** Sit in on top-level Presidential meetings

**MORE** **DON SCHENKER** **THE IT ENTREPRENEUR**


**DON SCHENKER IS PRESIDENT, CEO, AND CO-FOUNDER OF SYNERGISTIX. MR. SCHENKER HAS MORE THAN 15 YEARS EXPERIENCE IN THE INFORMATION TECHNOLOGY FIELD, INCLUDING APPLICATION**

**DEVELOPMENT, PROJECT MANAGEMENT, AND NETWORK SUPPORT.**

Whether it be organizing events such as an annual company picnic for employees and their families, shooting pool at a billiard hall with the staff, or holding quarterly employee meetings to keep everyone abreast of company developments, Mr. Schenker ensures Synergistix is a fun and rewarding place to work.

He believes that passion is contagious and it

helps to motivate everyone within the company to excel.

He maintains that it is because of this passion that Synergistix has been able to have 100% of its systems deployed on time and on schedule as well consistently providing the highest levels of customer satisfaction.

Throughout his career, Mr. Schenker has worked with both large and small clients, including Siemens Stromberg-Carlson, a division of Siemens AG, and The Panda Project.

For the past seven years, Mr. Schenker has focused on the design and implementation of innovative information systems for the life-sciences industry.

Before founding Synergistix, Mr. Schenker was the director of marketing systems for Ryder System Inc., a global provider of supply-chain, logistics, and transportation management solutions.

**GETTING PERSONAL WITH DON SCHENKER**

**FAMILY:** Wife, Sara; daughters, Jacqueline, 4; Elizabeth, 18 months

**HOBBIES:** Skiing, scuba diving, riding motorcycles, playing piano/keyboard

**GIVING BACK:** American Forests, The American Red Cross, Save Darfur, various medical research programs

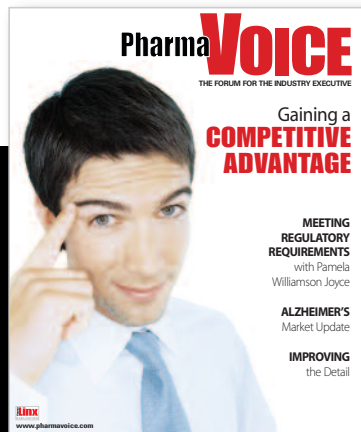
**INSPIRATION:** Those with strong work ethics and transparent and open communications.

**SCREENSAVER:** Slide show of family

**LIFE LESSONS:** Be honest and work hard at everything you do

**A LITTLE-KNOWN FACT:** Played keyboard in a 1980s rock band

In 2002, he was appointed to the board of directors of the PDMA Alliance, and was re-elected for two additional two-year terms to support the organization through 2006. ♦


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