

Brand champions have an awesome responsibility: they are charged with shepherding and protecting a company's most valuable assets in the market. These industry executives are at the top of their game when it comes to creative, strategic positioning, and developing meaningful communications that resonate with patients and physicians.

# Brand **CHAMPIONS**

## **JUDY** CAPANO



As Partner and Chief Strategic Officer at Wishbone/ITP, Judy Capano sets a strong ethical example that's inspiring to all who work with her.

### **DID YOU KNOW?**

Judy Capano was a Director of Client Services before she turned 30.

As partner and chief strategic officer at Wishbone/ITP, Ms. Capano is able to cut through politics, murky strategies, or salesforce challenges and deliver enlightened solutions to the agency's clients with consummate skill and fairness.

In her position at Wishbone, she has been instrumental in helping clients develop keen understandings of their brands' markets and customers, all as a means of driving greater success.

What separates Ms. Capano is her selflessness, her patience, and her loyalty. She abides by a code of first seeking to understand before being understood.

She takes time to mentor junior and senior talent at the agency. She is also focusing her energy on a professional development program that Wishbone has established for its staff, including a mentoring program in the form of a skills development initiative. Keenly aware of the importance of developing talent for the future, Ms. Capano says this employee-development program is vital for the agency's long-term future.

Always eager to find great talent, Ms. Capano not only sits on the alumni board of her college, but has hired three graduates from Siena College.

She learned a lot from her father, her own professional mentor, who taught her to persevere through difficult situations and use common sense to find solutions to complex problems.

Throughout her career, she has emulated

### **Problem-Solver** • **Grounded**

**NAME:** Judy Capano

**CURRENT POSITION:** Partner and Chief Strategic Officer, Wishbone/ITP

**EDUCATION:** B.A., Siena College

**DATE AND PLACE OF BIRTH:** Sept. 1965, New York

**FIRST JOB:** Recycling newspapers

**FIRST INDUSTRY-RELATED JOB:** Sales Representative, Marion Merrell Dow

**DREAM JOB:** Manage a nonprofit organization; news reporter

**PROFESSIONAL MENTOR:** Father

**WORDS TO LIVE BY:** Surround yourself with people who have your best interests at heart

her father's pragmatism to guide her in business and has been recognized for her efforts. For example, while at McCann-Erickson Healthcare she was named by NJBIZ as one of its "40 under 40" executives on the rise. And she counts being named director of client services before turning 30 as one of the biggest highlights of her career.

A grounded leader, Ms. Capano knows what is really important and keeps life in perspective.

Volunteering is also important for Ms. Capano, who says it became a core part of her college experience and something that has stayed with her over the years.

She has been a Big Sister for the Big Brothers Big Sisters agency for six years, she volunteers for the Make-A-Wish Foundation, and she is active in community outreach projects through her church. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
[WWW.PHARMAVOICE.COM](http://WWW.PHARMAVOICE.COM)

## ETHICS AND SAWY

**DO THE RIGHT THING. THAT'S JUDY CAPANO'S GUIDING PHILOSOPHY IN HER WORK, FAMILY, AND LIFE IN GENERAL. HER STRONG SENSE OF ETHICS AND FAIRNESS GUIDES ALL OF HER INTERACTIONS AND RELATIONSHIPS, WHICH IS A BREATH OF FRESH AIR IN A BUSINESS WORLD WHERE STANDARDS CAN BE LAX AT TIMES.**

She has a knack for zeroing in on an issue.

# BRENDAN WARD

THE GO-TO MAN FOR A CAMPAIGN,  
BRENDAN WARD, CREATIVE  
PARTNER, DRIVES THE  
CREATIVE ENGINE AND HEART OF  
REGAN CAMPBELL WARD • MCCANN.

## DID YOU KNOW?

Brendan Ward's bucket list includes hiring a back-up band, getting a tour bus, and working the rural blues circuit.

## PEARLS OF WISDOM



A true renaissance man, Brendan Ward's talents extend to writing, art, music, and storytelling, not to mention generating great designs as Creative Managing Partner at Regan Campbell Ward • McCann.

## Resourceful • Resilient

**NAME:** Brendan Ward

**CURRENT POSITION:** Creative Partner, Regan Campbell Ward • McCann

**EDUCATION:** B.A., St. John's University

**DATE AND PLACE OF BIRTH:** Nov. 1957, Bronx, N.Y.

**FIRST JOB:** Maintenance, parish church

**FIRST INDUSTRY-RELATED JOB:** Public Affairs Officer, Jewish Home & Hospital for Aged

**DREAM JOB:** Magazine editor and writer, teacher

**PROFESSIONAL MENTORS:** John Lally, Sal deRouin

**CONNECTED VIA:** Facebook

**WORDS TO LIVE BY:** Be sample size

Regarded as a luminary in the pharmaceutical advertising industry, he has helped to shape the way creative is viewed and valued across clients and agencies. He can recognize the strengths and flaws of a concept and figure out how to improve it in nearly the same time it takes most people to read the headline.

He understands the product, customer, and competition so well in so many different therapeutic markets that he is able to provide many creative pearls from customer insights. He has a subtle understanding of pharmaceutical marketing and the need to connect both a rational and emotional side to the work he creates. And he never loses sight of the nuts and bolts that are so important in this industry.

Mr. Ward is a combination chief strategist and chief creative officer, always ensuring creative decisions are based on well-defined marketing objectives and satisfying a customer need.

As a co-founder of RCW, his influence has been broad and deep. Not content to rest on laurels, he is focused on continuing the agency's 11-year record of consistent growth.

Known for his trademark round glasses and bowtie, Mr. Ward's humor, energy, and creative leadership inspire his colleagues to refine and perfect their work. The results are memorable, innovative creative executions that put the best public face on clients' products.

On Mr. Ward's desk is a plain wooden box. In this box are childhood photos of almost every staff member who has ever worked for the company. While these photos are generally hilarious and enjoyed mainly on the level of office banter, there is another level to the keepsakes. He genuinely cares about his employees and thinks of them as family.

Outside the agency, he is a faculty member of the HMC Council's Product Manager Training Program, where he plays an important role mentoring new product managers. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
[WWW.PHARMAVOICE.COM](http://WWW.PHARMAVOICE.COM)



*Helping patients live a full life through  
patient-to-patient education*

## Patient Mentoring Programs:

- Proven to change behaviors
- Speaks to patients the way they listen
- Can be designed for a variety of ethnic backgrounds in multiple languages
- Utilize a variety of communication vehicles including live, web, phone, email, mail

## Effective in:

- Patients
- Healthcare providers
- Government issues
- Managed care organizations
- Employer groups
- Sales force training
- Public relations

**Patient Mentors have reached thousands of people through live presentations and millions of people through branded and unbranded public relations. Call us today to design and develop a patient mentoring program to meet your goals.**

*Patient Mentors "walk the talk"*

*Visit us at [www.patientmentor.com](http://www.patientmentor.com)*

To learn more  
call Diane at 866-741-7047 or  
email at [diane@patientmentor.com](mailto:diane@patientmentor.com)

**DID YOU KNOW?**

Charlotte Berlin helped nurture Prograf to become the No. 1 prescribed transplant drug.

**Witty • Responsible****NAME:** Charlotte Berlin**CURRENT POSITION:** Senior Director, Transplant & Immunology, Astellas Pharma US**EDUCATION:** BSN, Eastern Kentucky University**DATE AND PLACE OF BIRTH:** Aug. 1966, Middletown, Ohio**FIRST JOB:** RN, Children's Hospital Medical Center**FIRST INDUSTRY-RELATED JOB:** Immunobiology Product Specialist, Ortho-Biotech**DREAM JOB:** Writer**PROFESSIONAL MENTORS:** Sharon Jackson Barton R.N., Ph.D.; Greg Carey, Ortho-Biotech; Yoshihiko Hatanaka, Astellas**CONNECTED VIA:** Facebook**WORDS TO LIVE BY:** Never let them see you sweat

Charlotte Berlin, Senior Director, Transplant and Immunology, at Astellas Pharma US, is an inspiration to her team, because she believes in making a difference every day.

**CHARLOTTE BERLIN** CHANGING LIVES**THE POWER OF TRANSPLANTATION TO TRANSFORM LIVES TRULY RESONATES WITH CHARLOTTE BERLIN.**

Early in her career, while working in the clinical setting, Ms. Berlin had an experience that truly drove home that realization. She had met a young child named Valerie who was in the PICU with end-stage liver failure from biliary atresia. Luckily, she received a liver transplant. Six months later, she walked into the clinic, remarkable in its own right as she was not ambulatory before her transplant. Ms. Berlin didn't recognize her; she looked amazing, as though she had been a healthy kid all along.

Today, Ms. Berlin runs the marketing operation for Prograf, indicated for the prophylaxis of organ rejection in patients receiving allogeneic liver, kidney, or heart transplants. Through her hard work, she has nurtured the product and helped it to become the No. 1 prescribed transplant drug.

The product faces imminent generic threat, and in many companies this would mean it was headed out to pasture from a marketing

standpoint. But under Ms. Berlin's supervision, Astellas has increased branded and non-branded marketing and introduced patient-assistance programs; as a result Prograf just reached the \$1 billion mark in sales.

One of the issues that most concerns Ms. Berlin is the poor perception the pharmaceutical industry has in the general public. She says the industry needs to do better in explaining what it does and how it contributes to society and healthcare. In her role at Astellas, she is going a long way to demonstrating that value, defining what is best about the pharmaceutical industry and making a difference every day.

Ms. Berlin is an inspiration to her team, helping them to raise the bar and injecting both wit and responsibility into the office.

Across her professional life — from nursing to industry — Ms. Berlin has been fortunate to have had great mentors. These have included Sharon Jackson Barton R.N., Ph.D., from her nursing experience, Greg Carey from Ortho-Biotech, and Yoshihiko Hatanaka from Astellas. All are inspirational leaders who allowed Ms. Berlin to be innovative in how she has approached her roles and responsibilities. But just as important, they have made going to work every day a pleasure. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

**CANDICE FLIEDNER** RISE AND SHINE

**IT'S BEEN A METEORIC RISE FROM INDUSTRY NOVICE TO BRANDING STANDOUT FOR CANDICE FLIEDNER, MANAGER, BUSINESS DEVELOPMENT, AVID BIOSERVICES INC.**

Since joining the industry on Jan. 17, 2007 — an auspicious day in her calendar — Ms. Fliedner has shown exceptional leadership and proactive management by helping to move Avid Bioservices from a largely unknown clinical and biomanufacturer to a major outsourcing player.

In a crowded industry, where it is difficult to differentiate a company's service offerings, Ms. Fliedner has stood out personally, and has thereby allowed her organization to rise above the others.

She set out to develop the company's corporate image by conducting market research, developing and implementing a marketing strategy and advertising program without using an agency, and building the company's first large exhibit. Her efforts resulted in an attention-getting, award-winning exhibit that she rolled out at the BIO 2007 annual meeting. In addition, she exhibited by herself at 10 conferences in the United States and the Euro-

pean Union. As a result, her Rolodex quickly grew to 5,000 contacts, and the knock-on effect for the company was record sales by the end of fiscal 2009.

Her actions have helped to boost morale

**Energetic • Compassionate****NAME:** Candice Fliedner**CURRENT POSITION:** Manager, Business Development, Avid Bioservices Inc.**EDUCATION:** B.S., Biology, Chapman University**DATE AND PLACE OF BIRTH:** June 18, 1976, Downey, Calif.**FIRST JOB:** Greeter, Miller's Outpost**FIRST INDUSTRY-RELATED JOB:** Manager, Business Development, Avid Bioservices**DREAM JOB:** Work with autistic children**PROFESSIONAL MENTORS:** David King, Mary Boyd**CONNECTED VIA:** Facebook, LinkedIn, Twitter**WORDS TO LIVE BY:** Always remember who you truly are and live your truth**DID YOU KNOW?**

Candice Fliedner is actively involved with the Organization for Autism.

within the organization and are an inspiration to all that work with her. She has navigated her journey with charm, poise, and determination.

Though just 33, her colleagues say Ms. Fliedner demonstrates sound judgment and a depth of wisdom that cannot be taught or learned. Energetic and compassionate, Ms. Fliedner channels her energy and enthusiasm to make things happen, to be a change agent. At the same time, she genuinely cares about others and encourages those around her to find the spark within themselves.

Before joining the industry, Ms. Fliedner spent some years as a behavioral therapist for autistic children. Attending the graduation of the children she had taught and helped develop into more independent, functional, and loving individuals was a profoundly momentous experience for her.

Her involvement with autistic children left an impression and she continues to help on a voluntary basis with Organization for Autism events and fundraisers.

In addition, Ms. Fliedner helps up-and-coming artists and musicians to market themselves, noting that a creative mind offers a new window to the world. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM



As Manager of Business Development at Avid Bioservices Inc., Candice Fliedner is an enthusiastic and positive spokesperson for her company and the industry.

She'll spend the first three months in the NICU.  
Walk at 14 months. Play with dolls.

Paint her fingernails pink. Play with cars.

Get braces. Take allergy shots.

Get a driver's license.

Paint her fingernails black.

Protest. Graduate (twice).

Backpack through Europe.

Get married. Become a mom.

Diet. Become a mom again.

Join the gym. Organize play dates.

Join the PTA. Lead the PTA.

Get a migraine. Get pills for cramps.

Get another migraine. Get a doctor who listens.

Join a community organization.

Get a mammogram. Encourage friends to get one.

Walk for the Cure. Find a new wrinkle.

Attend her high school reunion.

Quit worrying about wrinkles.

Publish a facebook page.

Blog.

**By the time she's your customer, you'd better understand her story.**  
There are thousands of moments in our lives that make us do what we do.  
And one proven, scientific approach to understanding where and when  
your brand's message can be most effective. Learn more about The Way  
To Engage. Call or visit us online today.

micromass.com | 888.333.1232

**micromass**  
communications, inc.  
the way to engage



**CONNECTING THE DOTS**

**REGARDED AS A CHAMPION FOR PROFESSIONAL COMMUNICATIONS, KIM LEVY HAS BEEN HAILED AS ONE OF THE BRIGHTEST STRATEGIC THINKERS IN PHARMACEUTICAL MARKETING TODAY.**

A highly skilled marketer, Ms. Levy is MicroMass's go-to leader when it comes to crafting effective professional programs. She is able to see opportunities where others see roadblocks and helps colleagues and clients to cut through issues in dozens of therapeutic categories, including oncology, psychiatry, urology, diagnostics, medical devices, women's health, and cardiovascular, among others.

Highly adaptable and able to dig deep, Ms. Levy found when she moved from medical affairs to marketing she had to go back inside the promotional box and deal with stringent regulations. While it was difficult at first after having the freedom to truly collaborate with customers, the move greatly expanded her learning and ability to contribute.

Ms. Levy always strives for creative solutions and never backs down from a challenge. She has an innate ability to connect the dots between each key stakeholder to improve the desired health outcome.

In the face of increased scrutiny, more restrictive regulations, and tighter budgets, Ms. Levy saw the opportunity to engage physicians in a new type of relationship with pharmaceutical brands, one that is based on mutual benefit and a two-way dialogue. Early on, she recognized the potential of leveraging behavioral science as a tool for interacting with doctors and nurses. In addition, Ms. Levy saw the changing dynamics of the field sales representative/physician interaction as an opportunity to open up new channels of communications and to find new ways of reaching physicians. A great

example of her innovative approach is the handsurgerynews.com Web experience.

Ms. Levy's passion for the job and strategic thinking have resulted in tools that can creatively translate into marketing campaigns that connect and differentiate a brand. Her many breakthrough strategies have helped MicroMass move toward a new agency-of-the-future model.

Yet she remains a down-to-earth, outgoing, and friendly executive with a knack for turning organizational objectives into attainable goals. In all she does, Ms. Levy is optimistic, looking for the best in people and experiences. Her energy is infectious and inspiring to those around her.

A leader and mentor to many at MicroMass, Ms. Levy is always happy to share her knowledge and advice, helping colleagues with career counsel as well as advice on marketing and product strategy challenges. And she spends considerable time getting to know her colleagues and their families on a personal level.

Active in her field, Ms. Levy has memberships in ACHE, ACCME, and HMCC, and is both a participating member and a frequent speaker on trends and issues affecting the healthcare and pharmaceutical industries.

Most exciting for her going forward from both a personal and



Kim Levy, Senior VP, MicroMass, has a strategic mindset and ability to challenge the status quo, which have enabled many brands to exceed expectations in very competitive marketplaces.

**DID YOU KNOW?**

Kim Levy was born in Bermuda.

professional point of view is the opportunity to work with a client who envisions a "new commercial model" for the pharmaceutical industry and looks to serve the endocrinology community with a portfolio of products and services that treat metabolic diseases. As someone who has a condition that rendered her athyrotic at age 13, and having her brother survive thyroid cancer in his 20s, the opportunity to serve a client in a specialty that is so close to her own experiences is both rewarding and exciting. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

**Optimistic • Authentic**

**NAME:** Kimberly Ann Levy

**CURRENT POSITION:** Senior VP, MicroMass Communications

**EDUCATION:** M.S., Healthcare Management, Mercer University; B.A., Political Science and Communications, University of California, Davis

**DATE AND PLACE OF BIRTH:** July 6, 1967, St. George's, Bermuda

**FIRST JOB:** Communications Associate, California State Capitol

**FIRST INDUSTRY-RELATED JOB:** Sales Representative, Solvay Pharmaceuticals

**DREAM JOB:** Winemaker or yoga instructor

**PROFESSIONAL MENTORS:** Husband Rich Levy, Joe Bendik

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Go with your gut; trust your instincts

# BARRY SCHMADER

## BRANDING BOLD IDEAS

**ONE OF THE BEST-KNOWN AND RESPECTED CREATIVE ICONS IN THE PHARMA ADVERTISING INDUSTRY, BARRY SCHMADER HAS BEEN THE INSPIRATION BEHIND DUDNYK'S SIGNATURE BRANDING STYLE.**



In his almost 24 years at Dudnyk, Mr. Schmader has been the constant driver of quality creative in the pharmaceutical advertising field.

His conceptual ability, bold style, and consumer slant result in some of the more aggressive, focused advertising being done in the industry today.

A believer in the power of ideas, Mr. Schmader says this belief gained real traction when he came up with his first ad campaign idea that was really good and strategic and simple. His best work has included a congestive heart failure campaign for Altace, one of the first to use mortality data; a series of ads for Cordis stents; an unbrand-

Executive VP, Creative Director at Dudnyk, Barry Schmader inspires those around him with his enduring passion for creating great branding and his uncanny ability to bring out the best in his colleagues.

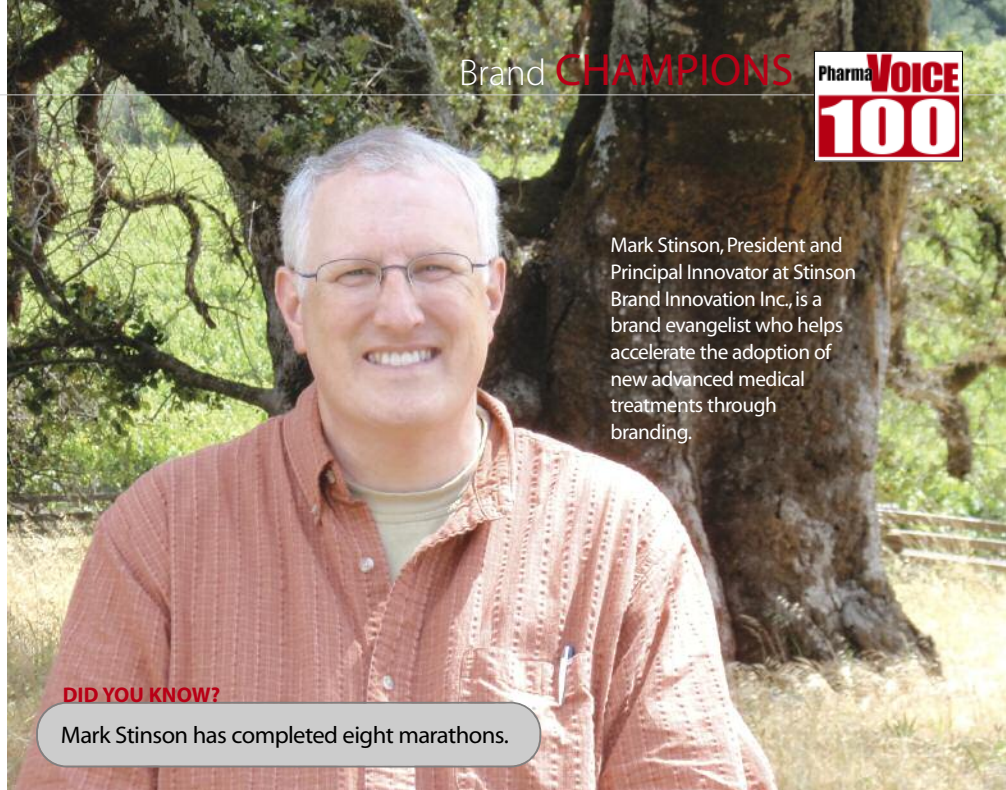
# MARK STINSON

## LIVING THE BRAND

**TAKING BRAND INNOVATOR TO A WHOLE NEW LEVEL, MARK STINSON, AS PRINCIPAL OF STINSON BRAND INNOVATION INC., TAKES AN INNOVATIVE APPROACH TO DEVELOPING PROPRIETARY CREATIVE TOOLS THAT HELP IN STRATEGIC DECISION MAKING, ORGANIZING BRAINSTORM SESSIONS, AND CREATING AN IDEAL GROUP SIZE AND SETTING FOR GROUP FEEDBACK AND A PROCESS FOR VIRAL PROMOTION OF A BRAND OR SERVICE. AS A RESULT, BRANDING IS MADE EASIER TO UNDERSTAND AND EXECUTE.**

He has taken on and accomplished some tough career challenges: for example, rebranding DayPro in a highly competitive, undifferentiated market.

Mr. Stinson believes in taking risks and encourages his staff to dig deeper for clients. Not only has he started his own company, but he has also published a book



Mark Stinson, President and Principal Innovator at Stinson Brand Innovation Inc., is a brand evangelist who helps accelerate the adoption of new advanced medical treatments through branding.

### DID YOU KNOW?

Mark Stinson has completed eight marathons.

ed campaign for Medtronic; and a strategic approach to launch Lidoderm patches. These ads stands out for him because they demonstrate that simple ideas have impact beyond their initial scope, or as Mr. Schmader puts it, “hey, this advertising stuff really works.”

Despite his highly successful and busy career, Mr. Schmader remains laid back and open to new ideas. He comes up with the catchiest headlines and dives deeper into concepts when everyone else’s mind is running stale.

He encourages colleagues to learn and grow, inspiring them to try harder, work smarter, and never stop searching for the big idea. Mr. Schmader sets the tone for open sharing of opinions and ideas, and is the first to champion a campaign he believes in, both internally and with clients.

He is a wonderful mentor; his colleagues say he always comes to work with a smile, is quick to share a laugh, and has a plethora of brilliant ideas to bring to the table.

Recklessly optimistic and fiercely loyal are apt descriptors for Mr. Schmader. He believes in the intrinsic good nature of people and trusts that things will work out the way they were meant to.

Loyalty is important to Mr. Schmader, who says the world is missing that. His life epitomizes this trait; he has been with one company for 24 years and has had one marriage for 24 years. He has worked with many people for more than a decade and maintains lifelong friendships. As he puts it, either he is unbelievably loyal or just too lazy to find a new job, different friends, or a more exciting life.

He does have dreams beyond his current role, though, saying he would love to open an agency with some of his favorite people, then eventually sell it and retire to the beach.

Having adopted all three of their children from Korea with help from the Pearl S. Buck Foundation, Mr. Schmader and his wife support the foundation’s efforts any way they can. Originally started by Pulitzer Prize-

## Optimistic · Loyal

**NAME:** Barry Cosmos Schmader

**CURRENT POSITION:** Executive VP, Chief Creative Officer, Dudnyk

**EDUCATION:** B.A., Communications Arts, Villanova University

**DATE AND PLACE OF BIRTH:** Nov. 27, 1961, Bryn Mawr, Pa.

**FIRST JOB:** Changing tires, Schmader’s Garage

**FIRST INDUSTRY-RELATED JOB:** Copywriter, New York Communications

**DREAM JOB:** Own hot rod and custom car shop

**PROFESSIONAL MENTORS:** Mickey McDermott, Novartis Animal Health; Jim Dauterive, King of the Hill TV show; Mike McLeod, Ed Dudnyk; Jim Schmader

**CONNECTED VIA:** Facebook, LinkedIn

**WORDS TO LIVE BY:** You think you know sh\_t, but you don’t know sh\_t

### DID YOU KNOW?

Barry Schmader’s given name is Finbar.

winning author Pearl S. Buck to help find homes for unwanted Amerasian children of war, the foundation continues to help children worldwide in a variety of ways.

In addition, Dudnyk has adopted amyotrophic lateral sclerosis as the agency’s charity in recognition of Ed Cummings, who died a few years ago from ALS. Mr. Schmader says he had the honor of working with Mr. Cummings for a number of years. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

## Innovative · Responsive

**NAME:** Mark Stinson

**CURRENT POSITION:** President and Principal Innovator, Stinson Brand Innovation Inc.

**EDUCATION:** B.A., Communications, Louisiana State University

**DATE AND PLACE OF BIRTH:** Aug. 1959, Shreveport, La.

**FIRST JOB:** Paper route

**FIRST INDUSTRY-RELATED JOB:** Copywriter, Frank J. Corbett

**DREAM JOB:** Rock promoter

**PROFESSIONAL MENTORS:** Mike George, Gene Kotz, Jack Canfield, Ed Foreman, John Burns, and Jim Lee

**CONNECTED VIA:** LinkedIn, Twitter, Brand Innovator Blog

**WORDS TO LIVE BY:** Life is for laughin’, lovin’, and livin’ not for whinin’, worryin’, and workin’

on branding, titled “Forward.Fast. The 6-Step Model to Accelerate Your Health, Science and Technology Brand.” Always thinking big, Mr. Stinson has set some ambitious goals for himself in the coming years: to publish six books in the next three years and help launch three breakthrough medical treatments by 2013.

With a forward-thinking outlook, he regards the decision to allow DTC advertising as a true defining moment for the industry, while viewing an overly conservative regulatory environment as detrimental to drug innovation.

Mr. Stinson thrives on teaching others how to be successful by applying the techniques he has learned over his 30-year career in this business. Highly respected by his colleagues and clients, Mr. Stinson received the 2008 Brand Leadership Award from the Asia Brand Congress. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM



As President and Chief Branding Officer, George Glatcz's skills have set the stage for an exciting adventure and future success for Vox Medica.

## VOICE OF REINVENTION

**WITH A FORWARD-THINKING APPROACH TO HEALTHCARE COMMUNICATIONS, GEORGE GLATCZ, AS PRESIDENT AND CHIEF BRANDING OFFICER, HAS BEEN INSTRUMENTAL IN BUILDING A BETTER WHEEL AT VOX MEDICA, ONE OF THE LONGEST-STANDING, INDEPENDENT HEALTHCARE COMMUNICATIONS COMPANIES IN THE INDUSTRY.**

His vision has attracted a wave of coveted key industry leaders to Vox, including Craig Sponseller, M.D., from Omnicom, Ross Thomson from Grey Healthcare Group, and most recently Lorna Weir from Dudnyk. Existing staff also have embraced the new Vox vision, with more than 94% stating they believe these changes are positive.

His new Vox model addresses head-on the changing global healthcare and communications environment to deliver inventive, cost-effective solutions and eliminate business unit silos. Existing and new clients have responded by awarding the agency with 14 new brand assignments in 2008 against significant competition.

By defying convention, Mr. Glatcz's actions have resulted in a re-energized team, entirely new culture, and have set the stage for continued success. He is

### DID YOU KNOW?

George Glatcz created a women and heart disease educational campaign, which won the DuPont Marketing Excellence Award.

community of stakeholders.

Having started out in the industry as a cardiology specialist, Mr. Glatcz decided to focus his career in the direction of marketing and strategic brand development after his involvement in a project to create a women and heart disease educational campaign, which won the DuPont Marketing Excellence Award. What excited Mr. Glatcz about

the project was that it took place at a time when little information and attention was paid to risk factors affecting women, and that the program helped to begin a much-needed dialogue and saved lives.

During the course of his career he has been responsible for the successful launch of multiple pharmaceutical products and has been pivotally involved in the development of more than 50 brands.

His contributions to marketing were recognized recently when he won the Philadelphia American Marketing Association's (PAMA) Individual Marketer of the Year award for 2009. The award recognizes an individual who serves as a role model for education, vision, leadership, and decision making through exceptional performance and outstanding accomplishments in the field of marketing and contributes to the greater Philadelphia community.

In late 2008, Mr. Glatcz spearheaded the launch of the Vox Medica Proactive Pro Bono initiative, which has since engaged in a half-dozen employee-driven pro bono efforts totaling almost \$100,000 in contributions to date. Among the organizations he has helped to support are Philadelphia Animal Welfare Society (PAWS), Miles for Myeloma, and GBS/CIDP Foundation International, which provides support for patients and families confronted with Guillain-Barre Syndrome and chronic inflammatory demyelinating polyneuropathy. ♦

## Forward-Thinking • Fun-Loving

**NAME:** George Glatcz

**CURRENT POSITION:** President and Chief Branding Officer, Vox Medica

**EDUCATION:** M.S., Pharmaceutical Sciences, University of New Mexico; B.S., Pharmacy, University of New Mexico

**DATE AND PLACE OF BIRTH:** Dec. 1962, Clifton, N.J.

**FIRST JOB:** Selling doughnuts

**FIRST INDUSTRY-RELATED JOB:** Cardiology Specialist, DuPont Merck

**DREAM JOB:** Teacher

**PROFESSIONAL MENTOR:** R. Blane Walter, inVentiv Health

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Actions speak louder than words; always carry on your luggage

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

## JOHN KAISER THE HURDLE MASTER

**JOHN KAISER HAS AN INCREDIBLE KNACK FOR PUTTING A PRODUCT ON THE MAP AND MANEUVERING AROUND COMPLEXITIES TO MAKE IT SUCCESSFUL. HAVING SERVED IN VARIOUS MARKETING ROLES AT BOTH BIG AND SMALL PHARMACEUTICAL COMPANIES, HE HAS A PROVEN TRACK RECORD, WITH MORE THAN 25 YEARS OF EXPERIENCE HANDLING ALL TYPES OF SITUATIONS.**

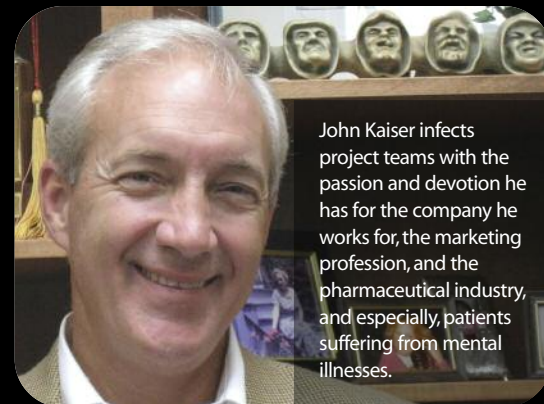
Mr. Kaiser, VP, strategic marketing and commercial development, has brought confidence to Acadia

Pharmaceuticals by creating concepts that everyone can understand, envision, and rally around.

He leads by identifying and capitalizing on opportunities and harnessing the best in everyone around him.

With a work-hard-play-hard approach, Mr. Kaiser loves what he does and is passionate about the opportunity to contribute to the development and commercialization of new and enhanced healthcare solutions so that patients and caregivers can function better and live healthier lives. For him, coming to the office each day isn't "work" in the way most people describe it, and he considers himself lucky in this regard.

During his long career at Eli Lilly, where he worked before joining Acadia, Mr. Kaiser played a lead role in several significant initiatives for the company. He led the effort to develop the competitive positioning for Cymbalta, for the treatment of depression and various pain conditions.



John Kaiser infects project teams with the passion and devotion he has for the company he works for, the marketing profession, and the pharmaceutical industry, and especially, patients suffering from mental illnesses.

Working with a small group of young, energetic marketing and market research associates, he found a unique opportunity within the market for the product to better meet the needs of patients, to compete,

# MARCIA GODDARD

## LOOK SHARP

FROM HER START AT TORRE LAZUR MCCANN (TLM) AS A COPYWRITER IN 1996, MARCIA GODDARD HAS RISEN QUICKLY THROUGH THE RANKS TO HER CURRENT POSITION AS EXECUTIVE VP, CREATIVE DIRECTOR, WHERE SHE OVERSEES ALL CREATIVE SERVICES AT THE AGENCY, MANAGING A STAFF OF MORE THAN 50 EMPLOYEES RANGING IN DISCIPLINES THAT INCLUDE COPY, ART, EDITORIAL, DESIGN, AND STUDIO.

Her outstanding creative talent is matched by her extraordinary work ethic. She pushes the creative minds at TLM to generate conceptual work that is unique and strategically sound. She takes pride in providing leadership and vision to all around her.

Fearless, inventive, and igniting, Ms. Goddard and her art partner and colleague Jennifer Mulvaney have for the past three years been the driving force behind many of TLM's new business wins.

An example of Ms. Goddard's creative and innovative nature, not to mention some very sharp and original thinking, is best characterized by a unique creative pitch several years ago that literally started at 3 a.m. A few days before a major presentation, a client had changed direction, once again, this time turning their focus to safety. Ms. Goddard and her team had to think fast and what they came up with was pure genius: they created an environment that would immerse members of the client's team in the new "safety" positioning from the moment they arrived for the presentation. In the dead of night, Ms. Goddard led her team, dressed in black, to transform the clients' headquarters — parking spaces, entryways, offices — with security tape, protection signs, hazard cones, and other safety paraphernalia. When the police showed up to investigate, her quick wit and creative thinking helped her team escape with just a warning — and with signs and

### DID YOU KNOW?

Given the chance, Marcia Goddard would drive in a demolition derby.

security tape intact. The presentation was an overwhelming success for the agency and for Ms. Goddard.

One of her most testing and rewarding assignments was serving as TLM's senior creative officer at the Johnson & Johnson agency consolidation pitch last year. Working with industry icons such as IPG Chairman and CEO Michael Roth put all her experience, training, and courage to the test. The outcome was another reward, since the team assembled won the day, leading to several major new business assignments for the IPG network.

Driven by the collaborative process, Ms. Goddard gets the most pleasure out of mentoring others. She always gives credit where it is due, helping up-and-coming creatives to build confidence and get the recognition they deserve. Her greatest moments at work are being part of the day-to-day achievements of others and helping them on the way as best she can. For example, witnessing an associate art director promoted to art supervisor after years of dedication and hard work; watching the first time a writer wins an Rx Club award; and seeing a designer's logo chosen for a brand first to market all give Ms. Goddard a great deal of satisfaction.

Curious and independent, Ms. Goddard has always had an insatiable desire for learning and new experiences. She is also very self-reliant, speaks and thinks freely, and expects the same of others.

Going forward, Ms. Goddard is focused on taking TLM to the next level as an entrepreneurial organization that transcends just "a New Jersey agency." With high ideals, she wants to help TLM become a Google or Apple, a company that continues to be a creative gold standard.

Ms. Goddard lives her professional and personal life in accordance with the highest levels of social responsibility. Her devotion to nurturing and helping others goes beyond the corporate walls. Since she started working, she has donated a set percentage of her salary every year to be divided among environmental, humanitarian, and animal welfare causes.

With unselfish commitment and loyalty, she reg-



Marcia Goddard, Executive VP, Creative Director, Torre Lazur McCann, inspires others to pursue creative that is honest, bold, and compelling.

## Curious • Independent

**NAME:** Marcia J. Goddard

**CURRENT POSITION:** Executive VP, Creative Director, Torre Lazur McCann

**EDUCATION:** Double B.A., Psychology and English, minor in Biology, Douglass College, Rutgers University

**DATE AND PLACE OF BIRTH:** June 1972; born in U.S., raised in U.K.

**FIRST JOB:** Bank Teller, United Jersey Bank

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

**WORDS TO LIVE BY:** All cats are black in the dark

ularly volunteers at rescue shelters and even spends her vacations working at animal sanctuary farms in New Jersey, New York, and elsewhere across the country. As she says, hard physical labor is a great way to help others while freeing oneself from life in the office. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

### DID YOU KNOW?

John Kaiser serves on the Board of Trustees of a inner city high school in Cincinnati from which he graduated — Purcell Marian High School.

and to win. He and his team worked with their clinical and regulatory colleagues to ensure the unique competitive positioning was achieved. The strategy was so successful and so highly regarded it was detailed in a Harvard Business Review case.

In addition, more than 10 years ago, Mr. Kaiser, in conjunction with colleagues from marketing and human resources, developed the first Global Marketing Career Path (GMCP) at Lilly. At the time, the initiative was exactly what was needed to take marketing to a higher level at the company.

And Mr. Kaiser is prepared to go out on a limb — even if it means paying a price. For example, when he

was the global marketing director for Prozac, there was a battle to get resources because money was being diverted to new product launch plans. Mr. Kaiser argued the case to disinvest further and switch all funding to the new launches. While he got management's attention, it wasn't the right kind and though his department secured the funding, it wasn't without a cost.

Today, he considers the biggest challenge for companies is finding ways to meet and overcome payer hurdles to achieve the right level of price, reimbursement, and access.

His goal now is to launch one or two more "difference makers" in the CNS space. He is hopeful that Acadia's pimavanserin, currently in Phase III trials for treating Parkinson's disease psychosis (PDP), will be one of those. ♦

SEE DIGITAL EDITION FOR BONUS CONTENT  
WWW.PHARMAVOICE.COM

## Fortunate • Passionate

**NAME:** John J. Kaiser

**CURRENT POSITION:** VP, Strategic Marketing and Commercial Development, Acadia Pharmaceuticals

**EDUCATION:** B.Pharm., R.Ph., University of Cincinnati College of Pharmacy

**DATE AND PLACE OF BIRTH:** Dec. 1955, Cincinnati

**FIRST JOB:** Golf caddy

**FIRST INDUSTRY-RELATED JOB:** Sales Rep, Eli Lilly

**DREAM JOB:** Bar/restaurant owner

**PROFESSIONAL MENTORS:** John Voris, retired, Epocrates; Dan Hasler, Eli Lilly; Bob Postlethwaite, retired, Eli Lilly; John Hayes, Eli Lilly; and Bill Wheeler, retired, Eli Lilly

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Get your ducks in a row and your oars in the water





Brand CHAMPIONS

**MORE** JUDY CAPANO GOAL TO GOAL


**THROUGHOUT HER LIFE AND CAREER, JUDY CAPANO, PARTNER AND CHIEF STRATEGIC OFFICER AT WISHBONE, HAS EXEMPLIFIED THE POSITIVE ASPECTS OF HONESTY, CONSIDERATION,**

**FAIRNESS, AND EMPATHY. SHE APPLIES THESE CHARACTERISTICS TO FINDING THE RIGHT SOLUTIONS FOR THE AGENCY'S CLIENTS. WITH THE END GOAL IN MIND, THE WORD "IMPOSSIBLE" IS NOT IN HER VOCABULARY, AND SHE PERSEVERES UNTIL A POSITIVE SOLUTION IS FOUND.**

After successful runs at Harrison & Star and McCann-Erickson Healthcare Worldwide, Ms. Capano joined Wishbone in 2002, just four years after the agency was founded by Steven Michaelson (also her husband).

She says one of the most challenging and gratifying points in her career was winning the first agency-of-record assignment for Wishbone; she and her colleagues had to convince a company to take a chance with them — a chance that has since paid off.

Today, thanks to decisive leadership, the independent healthcare advertising agency

has a strong reputation and is known for its creativity, sound strategy, and best-in-class client services.

Ms. Capano has an uncanny ability to see the right destination and chart the right path to get there.

A gifted problem-solver, Ms. Capano uses her intelligence, analytical skills, and intuition to find the right solution to any problem a client may have.

An insightful student of the healthcare market, Ms. Capano says the industry needs to work harder at defining itself more positively in light of healthcare reforms. She believes the lack of recognition for the benefits the industry brings to patients is detrimental to all involved.

Before joining Wishbone, Ms. Capano was executive VP, director of worldwide operations, at McCann Healthcare Worldwide, where she was responsible for building the company's global network through acquisitions, while also heading up strategic planning, policy, and P&L decisions for all ex-U.S. agencies.

Ms. Capano also was a member of the McCann-Erickson Healthcare Worldwide executive board.

Before joining Torre Lazur, Ms. Capano rose rapidly through the ranks at Harrison & Star, ultimately serving as executive VP, director of client services.

**GETTING PERSONAL WITH JUDY CAPANO**

**FAMILY:** Husband, Steven Michaelson; daughter, Sophia, 9; sons, Robert 7, Daniel, 4

**HOBBIES:** Working out, swimming, reading, ice skating, watching sons' baseball games.

**GIVING BACK:** Big Brothers Big Sisters, Make-A-Wish Foundation

**BUCKET LIST:** Visit Tuscany, learn about wine, become an accomplished cook, see kids grow up

**INSPIRATION:** Children

**TOP IPOD DOWNLOADS:** Thunder Road, Bruce Springsteen; Superwoman, Alicia Keys; Come Away With Me, Norah Jones; The Circle Game, Joni Mitchell

**SCREENSAVER:** Children

**MOST UNUSUAL PLACE VISITED:** Berlin after the wall game down

**LIFE LESSONS:** Seek first to understand then be understood

**A LITTLE-KNOWN FACT:** She is a huge football fan; her favorite show is Inside the NFL, and she follows every team

**UNDER THE CLOAK OF INVISIBILITY:** Sit on a bench in Central Park and read the New York Times uninterrupted

Ms. Capano began her career in the healthcare field at Marion Merrell Dow, where she served in a variety of roles, including sales, sales training, and sales management. ♦

**MORE** CHARLOTTE BERLIN PASSION PERSONIFIED


**CHARLOTTE BERLIN IS SENIOR PRODUCT DIRECTOR, TRANSPLANT AND IMMUNOLOGY, AT ASTELLAS PHARMA U.S. SHE LEADS THE COMMERCIAL TEAM AND STAKEHOLDER GROUPS**

**FOCUSED ON TRANSPLANTATION PRODUCTS AND SERVICES TARGETED TOWARD PAYERS, PRESCRIBERS, AND PATIENTS.**

Ms. Berlin personifies commitment and strongly believes in the enormous importance of organ transplantation in all aspects of her life. She is involved with Donate Life America and other advocacy groups that support organ donation efforts and transplantation, pointing out that each day 20 people die waiting for an organ.

She joined Astellas as product manager of immunology in 2000 and has steadily risen through the ranks.

Before joining Astellas, Ms. Berlin was director, investor relations and corporate communications, at SangStat Medical Corp., a role she considers to have been her biggest professional challenge to date.

Previously, she held the role of manager, sales training and technical support, at Sang-Stat.

She joined the pharmaceutical/biotechnology industry as an immunobiology product specialist at Ortho Biotech in 1996.

Ms. Berlin began her career in nursing, working first as a staff RN/charge nurse at Children's Hospital Medical Center in Cincinnati.

She then became a clinical educator at Children's Memorial Hospital in Chicago before returning to Children's Hospital Medical Center as a transplant coordinator. ♦

**GETTING PERSONAL WITH CHARLOTTE BERLIN**

**HOBBIES:** Hiking, reading, tennis, cooking, spending time with friends, collecting

**GIVING BACK:** Donate Life America

**BUCKET LIST:** Speak French fluently; hike in every U.S. national park; visit every UNESCO world heritage site; read the greatest 200 novels; cook like Julia Child, Alice Waters, Paula Deen, and Rick Bayless; learn to play guitar

**INSPIRATION:** Michelle Obama, Madeleine Albright, and Julia Child

**TOP IPOD DOWNLOADS:** California Stars, Billy Bragg and Wilco; See the World, Gomez; Carole King; Everybody Knows, Dixie Chicks; Walken, Wilco

**SCREENSAVER:** Travel pictures

**MOST UNUSUAL PLACE VISITED:** Mt. Kilimanjaro

**LIFE LESSONS:** Life is either a daring adventure, or nothing, Helen Keller; Imagination is more important than knowledge, Albert Einstein

**UNDER THE CLOAK OF INVISIBILITY:** Travel to the Middle East and North Africa

**MORE** CANDICE FLIEDNER THE YOUNG AND EVENTFUL

**WHO SAYS ONE HAS TO BE A 20-YEAR INDUSTRY VETERAN TO MAKE A DIFFERENCE? IN JUST A FEW SHORT YEARS, CANDICE FLIEDNER HAS MADE HER MARK ON THE INDUSTRY, HER PEERS, AND MANY**

**OTHERS WITH WHOM SHE INTERACTS THROUGHOUT THE PHARMACEUTICAL AND BIOTECHNOLOGY INDUSTRIES. AS MANAGER, BUSINESS DEVELOPMENT, AT AVID BIOSERVICES INC., A WHOLLY OWNED SUBSIDIARY OF PEREGRINE PHARMACEUTICALS INC., SHE ATTACKED HER ROLE WITH PASSION AND ENTHUSIASM.**

She made her industry debut at the BIO 2007 annual meeting. To help make Avid Bioservices stand out from the crowd, Ms. Fliedner orchestrated an award-winning exhibit, the first for the company; implemented a marketing strategy; and along the way developed several thousand industry contacts.

Her efforts to create a buzz in the industry, which propelled Avid from being a largely unknown CMO to one of prominence, are an

**GETTING PERSONAL WITH CANDICE FLIEDNER**

**HOBBIES:** Dancing, doing yoga, singing, reading, meditating, watching live music, supporting the arts

**GIVING BACK:** Organization for Autism

**BUCKET LIST:** Start a family, travel to spiritual sites, start a nonprofit for autism research

**INSPIRATION:** Nieces, parents, grandfather

**TOP IPOD DOWNLOADS:** India Arie, Jill Scott, Doc Martin, Mikee Disko, Astrud Gilberto

**SCREENSAVER:** Nieces Bhavani and Gayatri

**MOST UNUSUAL PLACE VISITED:** Catacombs, The Vatican

**LIFE LESSONS:** Always do the right thing, even if no one's looking

**A LITTLE-KNOWN FACT:** She wanted to be an archeologist

**UNDER THE CLOAK OF INVISIBILITY:** Go to a Masonic ceremony

inspiration to those around her, including those in senior management.

Over the past two years, Ms. Fliedner's knowledge and insights of the industry have grown by leaps and bounds. Her role exposes her almost daily to development-stage antibodies, each with potential to treat serious diseases.

Witnessing the impact of the economic downturn on the ability of many biotech companies to develop promising drugs to treat serious diseases as they struggle to raise adequate funds is distressing, Ms. Fliedner says.

Before joining Avid, she worked in the health, wellness, and fitness industry as a sports-specific, strength and conditioning, and rehab trainer, helping postoperative cardiac

and orthopedic patients to redevelop daily living skills and strength.

Before that, she was program coordinator/lead teacher at La Palma preschool, where she led the transition from day care to preschool. Ms. Fliedner spent three years as a behavioral tutor and therapist at Autism Solution for Kids.

She has also worked as an educational tutor at Chapman University and a physical therapist aide/certified chiropractic assistant.

With strong management skills and a specific interest to learn about out-licensing intellectual property as a business development professional, she would someday like to help a company involved with researching genetic disorders and/or developmental delays grow. ♦

**MORE** GEORGE GLATCZ CHANGING THE CONVERSATION

**THROUGHOUT HIS CAREER, GEORGE GLATCZ HAS TACKLED DIFFICULTIES HEAD-ON. AS PRESIDENT AND CHIEF BRANDING OFFICER AT VOX MEDICA INC., HE CONTINUES TO EXPAND ON HIS LEGACY OF**

**SHIFTING PERCEPTIONS AND CHALLENGES HIS COLLEAGUES AND PEERS IN THE INDUSTRY TO FIND THE COURAGE TO REDEFINE THE CURRENT BUSINESS MODEL TO IMPROVE CREDIBILITY AND REGAIN THE TRUST OF CUSTOMERS.**

He is striving to ensure communications tools are focused on the appropriate use of medicines, and is eager to take a leadership role in increasing the knowledge around the prevention and management of chronic diseases.

Mr. Glatcz is always ready to share his marketing expertise in a variety of industry and academic settings, including the HCMA and Saint Joseph's University.

He is also a mentor and people champion. For example, he took on the responsibility of finding jobs for a multitude of people after a product failed in late-stage clinical trials.

Before joining Vox, Mr. Glatcz was president of ProEd Communications Inc., a fully integrated healthcare communications agency within the Omnicom family of companies.

He also worked for inChord Communications, now inVentiv Health, as senior VP, director of integration. He counts R. Blane Walter, CEO of inVentiv Health, as one of his professional mentors. Mr. Glatcz credits Mr. Walter with being an accomplished change agent and leader who inspires others around him to excel while being very down-to-earth.

Early in his career, Mr. Glatcz held senior and executive management positions within Monsanto/Searle, DuPont/Merck, and Boehringer Mannheim Therapeutics, where he developed global strategic marketing plans and implementation efforts, including competitive assessments, pricing and promotion plans, and strategies to protect brands against generic erosion.

In addition, he has worked as a pharmacy research coordinator at Cedars-Sinai Medical

**GETTING PERSONAL WITH GEORGE GLATCZ**

**FAMILY:** Wife

**HOBBIES:** Exercising, cooking

**GIVING BACK:** PAWS, Miles for Myeloma, GBS/CIDP Foundation International

**BUCKET LIST:** Live by the beach and be discovered as a late-blooming surfer prodigy

**INSPIRATION:** Nephew

**TOP IPOD DOWNLOADS:** U2 and Rod Stewart

**MOST UNUSUAL PLACE VISITED:** Touring Singapore Harbor while on an ancient Chinese junk boat among modern freighters as tall as buildings

**LIFE LESSONS:** If you do what you always do, you will get what you always got...even less

**A LITTLE-KNOWN FACT:** He was once afraid of flying and traveled back and forth between New Mexico and New Jersey via train

**UNDER THE CLOAK OF INVISIBILITY:** Attend closed-door meetings at the White House

Center, and as a pharmacist instructor at the University of New Mexico, College of Pharmacy. ♦



Brand CHAMPIONS

## MORE MARCIA GODDARD FANNING THE CREATIVE FLAME



**MARCIA GODDARD BRINGS TO HER ROLE AS EXECUTIVE VP AT TORRE LAZUR MCCANN (TLM) MORE THAN 15 YEARS OF INDUSTRY EXPERIENCE. HER UNDERSTATED CONFIDENCE CREATES AN ENVIRONMENT**

**WHERE THE IDEAS OF THE AGENCY AND ITS EMPLOYEES FLOURISH.**

A true leader, she has the vision, courage, and patience to let others carry the flame that she ignites, and the ability to rally her teams toward a common goal. Her colleagues call her smart, approachable, and a true visionary. She oversees all creative services at the agency, managing a staff of more than 50 employees from copy, art, editorial, design, studio, and digital.

Ms. Goddard believes it is her agency's duty to embrace new ideas, pointing to IMS data that found traditional promotional efforts affect only 10% of prescriptions. Her and her team's role, she says, is to make change a viable reality for clients.

### GETTING PERSONAL WITH MARCIA GODDARD

**HOBBIES:** Everything outdoors

**GIVING BACK:** Environmental, humanitarian, animal welfare causes

**BUCKET LIST:** Drive in a demolition derby, live for three months in Madagascar, fly medical supply planes in Africa

**SCREENSAVER:** The Ninja

**LIFE LESSONS:** Next time better

**A LITTLE-KNOWN FACT:** She has had her arm in many a pregnant cow

**UNDER THE CLOAK OF INVISIBILITY:** Ride the Space Shuttle Endeavour to the International Space Station

Ms. Goddard joined TLM, the founding and largest agency within the Torre Lazur Healthcare Group, in 1996 as a copywriter. She quickly rose to several creative supervisory and management positions. Her experience at TLM spans more than 30 brands, 15 therapeutic categories, and 20 product launches.

Ms. Goddard is inspired by people who are creative, brilliant, and who avoid the spotlight. Nikola Tesla, a great inventor who was born in 1856, and helped establish the fields of radar, computer science, robotics, nuclear physics, ballistics, and invented the radio; although he rarely received credit during his lifetime, he never gave up inventing with a passion. Scott Watson, one of her favorite supervisors and a truly unique creative mind, taught her about letting go of the rational and being more of a free thinker. And, last but not least, Marci Piasecki, who Ms. Goddard says is one of the most respected and admired leaders in the business. Ms. Goddard says Ms. Piasecki gives her the freedom to make mistakes and take chances, helping her become better as a manager and as a creative person; she is a true role model.

Ms. Goddard is the recipient of many advertising awards for her work, including: Mobius, Rx Club, Creativity, Globals, In-Awe, Doctors' Choice, New York Festivals, and AMEs.

She began her advertising career as a senior marketing associate for Earthsafe Technologies, a maker of environmentally safe chemical alternatives. ♦

## MORE KIMBERLY LEVY STRONG CONNECTIONS



**SENIOR VP AT MICROMASS COMMUNICATIONS, KIM LEVY DEVELOPS AND IMPLEMENTS THE CORPORATE MARKETING AND NEW BUSINESS DEVELOPMENT STRATEGY. ONE OF THE FIELDS THAT**

**MOST EXCITES MS. LEVY IS PSYCHIATRY, AND SHE SAYS SHE WAS FORTUNATE TO BEGIN WORKING WITH OPINION LEADERS IN THIS FIELD EARLY IN HER CAREER WHILE AT MEDICAL SERVICES AT SOLVAY, AND TO HAVE MAINTAINED A STRONG CONNECTION TO THE FIELD.**

Loved by clients and co-workers alike, Ms. Levy has that rare combination of intelligence, confidence, grace, and professional demeanor.

At the same time, she has a refreshingly open mind and is always eager to engage others, both internally and externally, to determine and develop the right marketing solutions to the challenges her clients face.

But she will never provide a "rubber

stamp" to projects or decisions if she believes there's a better solution or disagrees with what is put forward; instead, she will present new and well-thought out ideas.

She goes the extra mile to help clients envision the future and to let go of old habits in a world that needs new approaches.

One of her goals is to contribute something meaningful to the improvement of healthcare in the United States.

Ms. Levy champions developing an enhanced relationship with customers that is focused less on selling and more on listening and understanding. As a result, clients view her not just as a partner but as an extension of their teams.

Before joining MicroMass, she spent three years as a medical education/marketing consultant for a variety of organizations, including Advanced Medical Marketing Communications, Odyssey Pharmaceuticals, Phoenix Marketing Solutions, Impact Group, Synergy Healthcare Communications, and HealthStar Communications.

Before that, she was senior VP, managing director at Adair Greene Healthcare Communications.

Before moving to the services side of the business, Ms. Levy spent several years at Solvay

### GETTING PERSONAL WITH KIM LEVY

**FAMILY:** Husband, Rich; daughters, Sammy and Allie

**HOBBIES:** Becoming proficient on Mac, reading, being outdoors, swimming, yoga, wine tasting, traveling

**GIVING BACK:** Save the Children, Red Cross, local shelters, food banks, animal organizations

**BUCKET LIST:** Visit Italy, Spain, New Zealand/Australia, Brazil, Japan

**INSPIRATION:** Everyday people

**TOP IPOD DOWNLOADS:** George Winston, Eagles, Sinatra, Black Eyed Peas, The Last Lecture

**SCREENSAVER:** Seasonal, created by daughter

**MOST UNUSUAL PLACE VISITED:** Stingray City, Grand Cayman

**LIFE LESSONS:** Everything is perfect as it is, and everything will unfold as it is meant to be; just "be" in the present, and be open to everything

**A LITTLE-KNOWN FACT:** She has an obsession with a North Carolina hotel, The Umstead

**UNDER THE CLOAK OF INVISIBILITY:** Watch the kids in her life grow up; visit the Oval Office

Pharmaceuticals in a number of roles, most recently as marketing manager. ♦

**MORE** JOHN KAISER MARKETING MENTOR

**JOHN KAISER INFECTS PROJECT TEAMS WITH THE PASSION AND DEVOTION HE HAS FOR THE COMPANY, THE MARKETING PROFESSION, AND THE PHARMACEUTICAL INDUSTRY, ESPECIALLY**

**PATIENTS SUFFERING FROM MENTAL ILLNESS. AS VP OF STRATEGIC MARKETING AND COMMERCIAL DEVELOPMENT AT ACADIA PHARMACEUTICALS, HE BRINGS MORE THAN 25 YEARS OF EXPERIENCE TO HIS ROLE. MR. KAISER EARNED HIS STRIPES EARLY IN HIS CAREER, LEARNING TO SURVIVE AND THRIVE IN A HIGHLY COMPETITIVE HOSPITAL SALES REP POSITION IN CHICAGO IN THE 1980S.**

As Mr. Kaiser puts it, it seemed that if the

**GETTING PERSONAL WITH JOHN KAISER**

**FAMILY:** Wife, Nancy; son, John, 25; daughter, Elizabeth, 19

**HOBBIES:** Golfing, running

**GIVING BACK:** Anxiety Disorders Association of America, Freedom From Fear, Junior Achievement of Central Indiana, Purcell High School

**BUCKET LIST:** Improve golf handicap

**INSPIRATION:** Wife, mother

**TOP IPOD DOWNLOADS:** Kenny Chesney, Toby Keith, Sugarland

**SCREENSAVER:** Children

**MOST UNUSUAL PLACE VISITED:** The Vatican

**LIFE LESSONS:** Treat people with kindness and respect and be respectful by being honest

**UNDER THE CLOAK OF INVISIBILITY:** Spend time with Pope John Paul II or Mother Teresa

competition wasn't eating his lunch, the formula committees and hospital pharmacies were.

While at Lilly, he was part of a multifunctional team that developed the Global Marketing Career Path (GMCP) to raise the company's marketing capabilities.

Mr. Kaiser joined Lilly in 1980 after graduating from the University of Cincinnati College of Pharmacy. While at Lilly, Mr. Kaiser held various assignments in sales, marketing, and general management in the United States, the United Kingdom, and the Netherlands.

Since 1994, his career has been focused within neuroscience, including new product planning in neurological disorders, global marketing for Prozac, global market research for Prozac and Zyprexa, global marketing for new antidepressants (Cymbalta) and anxiolytics. His most recent position at Lilly was as global marketing director, neuroscience strategy and new product planning.

Now at Acadia, Mr. Kaiser is responsible for developing the company's commercial capabilities and ensuring market success for its lead asset in Parkinson's disease psychosis (PDP), and corporate business development. ♦

**MORE** BARRY SCHMADER CHARACTER INSIGHTS

**ANYBODY WHO HAS HAD THE HONOR OF MEETING BARRY SCHMADER OVER THE YEARS WILL NOT BE SURPRISED BY HIS PERSONAL MOTTO: EAT, DRINK, AND BE BARRY. AS EXECUTIVE VP, CHIEF CREATIVE OFFICER, AT**

**DUDNYK, HE IS INVENTOR OF THE POWERFUL BRAND PERSONALITIES THAT HAVE BECOME HALLMARKS OF THE DUDNYK STYLE.**

Spending almost 24 years at Dudnyk, he has enjoyed watching the agency grow and sustain itself, a journey he calls "thrilling."

In his more than two decades in pharmaceutical branding, he has helped promote several blockbuster brands, such as Altace, Crestor, Nexium, Percocet, and Zocor, as well as leading OTC brands, devices, and diagnostics. One of the most challenging aspects of his career is launching brands for biotech companies. He says because the stakes are so high, it's often all or nothing, but done right, it can launch not just a brand, but a successful company. Admittedly he says it's fun, but it can be hard work, and truly heartbreaking if the strategy hits a snag.

Along the way, he has met some of the top executives in the industry and discovered they are, for the most part, regular people.

Mr. Schmader counts several individuals as professional and personal mentors. As a young writer and creative person in the business, he was influenced by Mickey McDermott, now director of global marketing for Novartis Animal Health, and Jim Dauterive, now head story editor on the TV show King of the Hill. From a marketing standpoint, he learned how to think like a marketer, or maybe more accurately, how marketers think, from Dudnyk's first president, Mike McLeod. From a supervisory aspect, he credits his dad, Jim Schmader, as being the best manager of people he has ever seen; even though it was just 15 guys in an auto repair shop, he draws many parallels from this experience every day, from keeping people motivated and interested and passionate to treating them as individuals and helping them achieve their potential.

He is inspired by partners who inspire incredible creativity: people such as Carleen Niemiec. He counts on people he works with for inspiration and who challenge him to think differently: for example, Frank Powers, who provides him with new inspiration every time they speak; Laurie Bartolomeo, who renews his love for copywriting; and Chuck Jeffries for his amazing energy.

Mr. Schmader began as a copywriter in 1986 with Dudnyk Advertising, the former consumer and business-to-business unit of Dudnyk; he then moved to the newly formed

**GETTING PERSONAL WITH BARRY SCHMADER**

**FAMILY:** Wife, Liz; children, Max, 12; Sam, 11; and Anna, 9

**HOBBIES:** Antiques, classic cars, real-estate investing

**GIVING BACK:** Pearl S. Buck Foundation

**BUCKET LIST:** Finish restoring 1967 Dodge

**INSPIRATION:** Carleen Niemiec, Frank Powers, Laurie Bartolomeo, Chuck Jeffries, artists, musicians, writers

**TOP IPOD DOWNLOADS:** Meant to Live, Switchfoot; Sick of Myself, Matthew Sweet; Locomotive Breath, Jethro Tull; Get You Wet, Plies featuring Pleasure; Slow Ride, Foghat; Use Somebody Like You, Kings of Leon; Low Rider, War; Viva la Vida, Coldplay; Cowboy, Kid Rock; Fire Burning, Sean Kingston

**SCREENSAVER:** Daughter

**MOST UNUSUAL PLACE VISITED:** The Corn Palace, Mitchell, S.D.

**LIFE LESSONS:** Eat, drink, and be Barry

**A LITTLE-KNOWN FACT:** Barry is a nickname for the name he was baptized under, Finbar

**UNDER THE CLOAK OF INVISIBILITY:** Visit White House briefing room or the locker room of the WWE Divas

Dudnyk Healthcare Group in 1993. ♦



Brand CHAMPIONS

## MORE MARK STINSON AN INNOVATIVE BRANDING APPROACH



**MARK STINSON, PRINCIPAL/ INNOVATOR AT STINSON BRAND INNOVATION INC., A PRIVATELY HELD HEALTH, SCIENCE, AND TECHNOLOGY BRAND CONSULTANCY, IS DESCRIBED BY PEERS AND COLLEAGUES AS**

**BEING EASILY ACCESSIBLE. HE REGARDS BEING RESPONSIVE TO CLIENTS AS MISSION CRITICAL TO HELPING TO ACCELERATE THE ADOPTION OF NEW MEDICAL TECHNOLOGIES.**

To help clients achieve their goals, the agency has developed proprietary tools for strategic decision making, organizing brainstorm sessions, creating an ideal group size and setting for group feedback, and developing a process for viral promotion of a brand or service.

A hands-on leader, Mr. Stinson takes time to guide his staff on what might need to be done. But at the same time, he trusts them to use their own judgment.

He is involved in many philanthropic and professional organizations, including The Carter Center, Habitat for Humanity, Ameri-

can Cancer Society, Arthritis Foundation, Active Community Wellness, Chicago Community Trust, Lakeview Chamber of Commerce, and the Boise Metro Chamber of Commerce.

He encourages his staff to not only give monetarily to various causes — the company matches donations — but to give their time too. Each employee has the opportunity to take a paid service day anytime during the year.

Mr. Stinson views making medical treatments available to people living in Third-World countries, often referred to as the “bottom billion,” one of the biggest challenges facing not only the industry, but the world at large.

Before starting his own company, Mr. Stinson was president and chief creative officer at Hamilton Communications Group, and before that he was executive VP, managing director, at Corbett Healthcare Group.

Previous agency positions have included VP, creative director, at Cummings Advertising; account executive at Mabyn Kean Agency, and copywriter at Bob Knighton Advertising.

He has written a self-published book titled, “Forward.Fast. The 6-Step Model to Accelerate Your Health, Science, and Technology Brand.” ♦

### GETTING PERSONAL WITH MARK STINSON

**FAMILY:** Wife, Jenny Stinson; daughter, Melanie; son, Brian; stepdaughters, Michelle; Kelly; stepson, Daniel

**HOBBIES:** Trail running, concerts, traveling

**GIVING BACK:** The Carter Center, Habitat for Humanity, Arthritis Foundation, Active Community Wellness, Chicago Community Trust, Lakeview Chamber of Commerce, the Boise Metro Chamber of Commerce

**BUCKET LIST:** Take a Shakespeare tour, have a personal concert from James Taylor; ride on a private jet with dog, Fremont

**INSPIRATION:** Grandchildren

**TOP IPOD DOWNLOADS:** Brett Dennen, Matt Nathanson, The Script, Natalie Merchant, Patsy Cline

**SCREENSAVER:** Sunset over Stinson Beach, Calif.

**MOST UNUSUAL PLACE VISITED:** Mumbai, India

**LIFE LESSONS:** Forward. Fast.

**A LITTLE-KNOWN FACT:** He has completed eight marathons

**UNDER THE CLOAK OF INVISIBILITY:** Sit in on Middle East peace talks with Jimmy Carter

## MORE BRENDAN WARD A CREATIVE MENTOR



**WITH MORE THAN 20 YEARS IN HEALTHCARE COMMUNICATIONS, BRENDAN WARD, CREATIVE PARTNER AND CO-FOUNDER OF REGAN CAMPBELL WARD • MCCANN, IS A RECOGNIZED AUTHORITY ON**

**MEDICAL MARKETING AND ADVERTISING.**

Mr. Ward leads a talented group of writers and art directors who have launched new classes of therapy, reinvigorated mature brands, and managed to create distinctive images for brands fighting in competitive categories.

Within the creative department, he takes the time to mold even bad ideas so that his reports can understand how to turn the germ of an idea into something that can flourish.

Mr. Ward has a down-to-earth approach with co-workers, treating everyone on his team as an equal. He encourages those around him to do better, think smarter, and laugh louder.

He believes one of the biggest challenges for the industry is the issue of dry pipelines. New science that creates new categories and

brands is the lifeblood of this business, he says, adding that the industry is currently down at least a pint or two in terms of innovation.

He attributes much of this to the past decade of merger activity in which companies get together, and pipelines become shorter as two development programs become one. With less activity comes greater internal and external focus on the brands that are still supported, increased intensity on the need for blockbuster success, and an acute intolerance for risk. Mr. Ward notes that it is hard to have great ideas in that type of environment.

Work is also about having fun for Mr. Ward, and he finds time to organize and motivate a band made up of agency staff — the Side Effects.

His guidance, creative instinct, and humor make him one of a kind, and his many achievements have led him to be named as the recipient of the McCann Worldgroup Leadership Award for inspirational and outstanding performance.

Before co-founding RCW, he succeeded both John Lally and Jim McFarland as the first creative director of both art and copy as chief creative officer at LM&P (now EuroRSCG Life).

Previously, he had been creative head at the launch of NCI's nonprescription advertising

### GETTING PERSONAL WITH BRENDAN WARD

**FAMILY:** Wife, three children

**HOBBIES:** Playing guitar, playing piano, drawing, cooking, and movies

**BUCKET LIST:** Visit Italy, write a book, hire a backup band, get a tour bus, and work the rural blues circuit

**INSPIRATION:** Deadlines, mouths to feed

**TOP IPOD DOWNLOADS:** Stevie Ray Vaughan, Oscar Peterson, Chopin's Nocturnes, Glenn Gould playing Bach, Tony Bennett, Bill Evans, Bobby Blue Bland, Lowell Fulson, Elvis Costello, The Beatles

**MOST UNUSUAL PLACE VISITED:** The emergency room at Bellevue

**LIFE LESSONS:** Keep your overhead low

division. Mr. Ward began his career in journalism. He was managing editor of In Vivo: The Business and Medicine Report, published at that time by The Wilkerson Group. He also worked in public affairs at the Jewish Home and Hospital for Aged, a geriatric teaching hospital in New York City. ♦

**MORE** People are Talking **MORE** Often on **MORE** Diverse and Intriguing Topics.

# A Portfolio of Integrated Media Solutions brought to you by PharmaVOICE

## PharmaVOICE Magazine

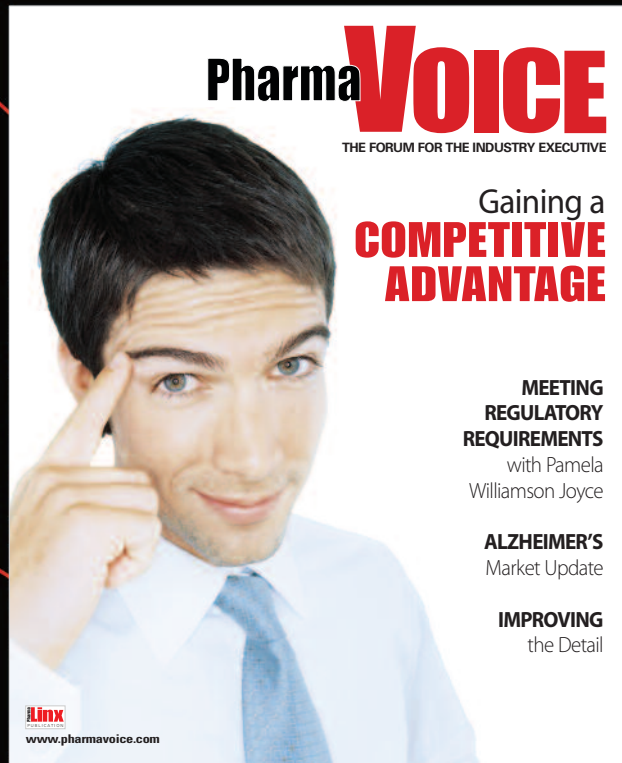
The premier executive forum publication that allows business leaders to engage in candid dialogues on the myriad challenges and trends impacting the life-sciences industry.

## The VIEWS — Supporting Publications to PharmaVOICE

Sector-specific publications that are designed to showcase contributed thought-leader essays from service providers. The topics addressed are supported by insights from industry leaders in PharmaVOICE's unique Forum format.

## PharmaVOICE.com

An online community-portal with searchable content, access to current and archived issues, and interactive polling and discussion boards.



## Sponsored E-Surveys

Electronic-based questionnaires designed to identify customer behavior, needs, and preferences complete with back-end analysis.

## PharmaVOICE MarketPlace

A comprehensive online directory of companies, products, and services for the life-sciences market.

## PharmaVOICE E-Alerts

Announcements of recently published PharmaVOICE articles, podcasts, videocasts, and more, delivered to our online community via e-mail.

## PharmaVOICE Webcast Network

Online access to the latest resources, including podcasts, videocasts, web seminars, whitepapers, and more.

## E-mail Marketing

Your promotional messages, corporate newsletters, and/or meeting invitations delivered to our online community of 60,000+ via e-mail.

For more information about these exciting opportunities call (609)730-0196 to speak with Lisa Banket, Publisher (lbanket@pharmavoicemag.com), or contact Cathy Tracy at (203)778-1463, (ctracy@pharmavoicemag.com).

**Read. Think. Participate.**

[www.pharmavoicemag.com](http://www.pharmavoicemag.com)