

The Change **AGENTS**

These industry thought leaders are redefining business practices, changing clinical trial paradigms, and impacting the industry with their innovative approaches to creative executions.

VAUGHN ANTHONY

VISION WITH COMPASSION

HONESTY AND EMPATHY ARE RARE COMMODITIES IN TODAY'S SURVIVAL-OF-THE-FITTEST SOCIETY, BUT VAUGHN ANTHONY, HAS A SURPLUS OF BOTH.

Unlike many executives who achieve personal success, Mr. Anthony reaches back as he climbs and is always seeking ways to uplift others.

In the 14 years he has been at D. Anderson & Company (DAC), Mr. Anthony has emerged as an industry thought leader providing artistic and strategic leadership to the company and industry.

As senior VP of marketing and communications, Mr. Anthony leads DAC's team of artists, writers, and graphic designers. His sophisticated graphic skills, solid design background, and acumen in the complexities of marketing and promotion are evident in the creative initiatives under his direction. Each project reflects his keen devotion to promoting awareness and understanding of clinical research and its role in public health.

He helps to bring vision, creativity, and compassion to DAC, and he gives the trial recruitment subject a face and a story through his creative genius.

Clients that work with him remark on the fact that he is always ready to implement changes as needed and assist with any questions.

Mr. Anthony has a knack for connecting with people in all aspects of his life, and in his role at DAC, he has drawn on this natural talent to help design programs that drive enhanced patient recruitment.

Developing clinical trial marketing materials is highly challenging, but that becomes even harder when reaching out to certain population groups. In particular, Mr. Anthony says one of the most arduous aspects can be marketing a trial that requires recruiting children. His team was asked to produce marketing materials for a children's vaccine. The target audience was parents — an inherently difficult population to persuade. But he and his colleagues rose to the challenge. Through custom art coupled with compelling messaging they produced marketing materials that drew parents in and are sure to prove effective during the recruiting process.

Mr. Anthony's artistry is matched only by his altruism and his ability to successfully work with diverse groups of people.

He offers his creative services pro bono for The Center for Information & Study on Clinical Research Participation.

An ordained minister, he also serves his church and the Coppel, Texas, community, overseeing several groups and departments, including the ministerial and leadership team, training programs, children's creative arts, and the men's Bible study group.

He also sits on the board of directors of Reaching Out Touching Lives (ROTL), a Dallas-based nonprofit organization that provides emotional, spiritual, and financial assistance to families impacted by catastrophic disease. He has tirelessly helped ROTL structure its board and market its services to the community. And when the organization was preparing for an event last October, he worked for 48 hours without sleep to help it prepare.

In addition, he mentors young men at the Gainesville State School Youth Correctional Facility.

His buoyant personality and willingness to go beyond the call of duty make Mr. Anthony an invaluable asset in his company, home, community, and church. ♦

Vaughn Anthony's drive to provide quality in every facet of his work is evident throughout each campaign he creates as Senior VP, Marketing and Communications, at D. Anderson & Co.



DID YOU KNOW?

Vaughn Anthony is an ordained minister.

Honest • Plainspoken

NAME: Vaughn X. Anthony

CURRENT POSITION: Senior VP, Marketing and Communications, D. Anderson & Co.

EDUCATION: B.S., Journalism, University of Nebraska, Lincoln

DATE AND PLACE OF BIRTH: October 1960, Rantoul, Ill.

FIRST JOB: Fast food

FIRST INDUSTRY-RELATED JOB: Director, Creative Services

DREAM JOB: Restaurateur

WORDS TO LIVE BY: Whether in your personal life or in business it's important to foster and maintain relationships

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THE TRANSFORMER

WITH A BACKGROUND IN HEALTHCARE LAW, JEFF BERKOWITZ HAS SEAMLESSLY ADAPTED TO BUSINESS OPERATIONS, BUILDING A TRUSTED PRESENCE AND GLOBAL FOCUS FOR SCHERING-PLOUGH SINCE TAKING LEADERSHIP OF THE MANAGED MARKETS TEAM IN 2003.

At every step, Mr. Berkowitz is motivated by a desire to learn and improve the process and has quickly established himself as one of the rising stars in the pharmaceutical industry.

One of his strengths is his ability to anticipate business trends and opportunities, turn them into actionable plans, and work across organizational and geographical boundaries to gain alignment and implement solutions.

He has achieved this in managed markets, in trade operations, and more recently in transforming global market access and reimbursement.

His innovative thinking and ability to inspire others has allowed him to build a high-performing team that is widely recognized for its many significant achievements, including nods from the Health Strategies Group and Verispan as one of the leading teams in the industry.

His next significant accomplishment was to transform the company's trade operations. As with many large manufacturers, Schering-Plough's previous trade model was mainly a customer-facing unit that was largely isolated from the rest of the organization. Under Mr. Berkowitz's leadership, the trade team was reformed and reinvigorated with new personnel, goals, and responsibilities.

The new team took ownership of these customer relationships and worked closely with internal resources and customers to align incentives and modernize practices, transforming Schering-Plough's relationship with this critical customer set.

Under Mr. Berkowitz's guidance, the new trade team has also led company efforts on pharmacy adjudication, pedigree, safety, and new product launches, quickly establishing itself as a pivotal resource for the support of brand marketing activities.

In 2006, Mr. Berkowitz assumed responsibility for global market access and reimbursement for Schering-Plough products worldwide. With the rise of reference pricing, comparative effectiveness programs,



As Group VP, Global Market Access, at Schering-Plough, Jeff Berkowitz's authentic style results in organizational pride and loyalty; his colleagues are personally committed to achieve business goals and further the success of the organization.

DID YOU KNOW?

Jeffrey Berkowitz worked on a Kibbutz in Israel for six months.

and government reimbursement requirements, this extensive undertaking required a visionary understanding of the interaction of global pricing decisions, product distribution and effects on local markets, and the growing importance of health outcomes data globally.

He proposed that Schering-Plough develop a global market access team and set to work developing what Mr. Berkowitz refers to as the "market access mindset" throughout the company. The goal was to drive a deep understanding of how to speak to and interact with powerful payers as critical stakeholders and to drive that understanding throughout the organization.

Rather than working from the top down with a U.S. centric approach, Mr. Berkowitz and his team listened to and learned from colleagues' experiences in this area.

Today, this global network, named the Access Alliance, boasts more than 300 individuals who are completely connected on market access issues from Latin America through the Asia-Pacific region.

The success in building a market access mindset was evident at a recent meeting, where there were more than 80 attendees from more than 40 countries. This compares with 12 attendees at the team's first meeting.

Mr. Berkowitz recognizes that the industry faces a struggle in dealing with the willingness, and ability, of patients, health plans, and governments to pay for products and for pharmaceutical companies to continue to be able to speak to the value of their products within the health-care system.

Over the years, Mr. Berkowitz has successfully developed many executive level individuals and has personally been responsible for helping many individuals achieve significant levels of organizational success.

He in turn says that by being proactive, and not defined by any particular role, his leadership has always been hugely supportive of him and mentored him through transitions. ♦

Passionate • Dedicated

NAME: Jeffrey Berkowitz

CURRENT POSITION: Group VP, Global Market Access and Diversified Products, Schering-Plough Pharmaceuticals

EDUCATION: J.D., Brooklyn Law School; B.A., Political Science, Union College

DATE AND PLACE OF BIRTH: Jan. 1966, New York

FIRST JOB: Helping dad, a truck driver

FIRST INDUSTRY-RELATED JOB: Senior Commercial Counsel, Schering-Plough Law Department

DREAM JOB: Surgeon

PROFESSIONAL MENTORS: Schering-Plough leadership

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: You make your own luck

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JEFFREY BERKOWITZ



DEBBIE BOTWICK

Debbie Botwick, Channel Strategy Team Director, Team Leader, Pfizer, was responsible for ensuring the sharing of best practices across multiple brands and technology-enabled marketing initiatives.

Progressive • Eager

NAME: Debbie Botwick
CURRENT POSITION: Channel Strategy Team Director, Team Leader, Pfizer
EDUCATION: MBA, Marketing, Farleigh Dickinson B.A., Asian Studies, Cornell University
FIRST JOB: Babysitting
FIRST INDUSTRY-RELATED JOB: Consumer Media, Pfizer
DREAM JOB: Educator
PROFESSIONAL MENTORS: Donna Campanella and Anjana Pursnani
CONNECTED VIA: Facebook, LinkedIn
WORDS TO LIVE BY: Believe in yourself

DIGITAL DIRECT

DRIVING NEW IDEAS TO SUCCESS TAKES A CERTAIN KIND OF PERSON, AND DEBBIE BOTWICK HAS DEMONSTRATED SHE HAS THE SAVVY TO MAKE IT HAPPEN.

A founding member of Pfizer's digital marketing team, established in April 2003, Ms. Botwick was responsible for ensuring the sharing of best prac-

tices across multiple brands and technology-enabled marketing initiatives.

In 2009, she was asked to take leadership across integrated channel communications for several key initiatives that will dramatically shift the way brand marketing teams use more integrated channel thinking in communication with healthcare professionals and other important audiences.

Through her leadership of digital marketing, she has built sophisticated communications campaigns that target consumer and healthcare professional segments and that integrate seamlessly with offline efforts.

Among the brands she has helped to bring a digital marketing strategy to are Celebrex, Lyrica, Lipitor, Chantix, Geodon, Detrol, and Viagra.

In fact, Viagra was the first brand at Pfizer to fully integrate digital efforts with a broad consumer platform from strategy through to execution, including integrated media. Ms.

Botwick and her team developed and launched interactive rich media banners and content,

DID YOU KNOW?

Debbie Botwick was the captain of her college fencing team.

including quizzes, games, and testimonial videos for Viagra.

When taking on a task, Ms. Botwick finds it best to be direct, stating what she is thinking; at the same time she is practical when going about a task.

Technology and the opportunity to effect real change through different media enthralls Ms. Botwick, and she says if she wasn't involved in the pharma industry she would love to be involved in education. For her, the intersection of technology and education is an incredibly exciting space and contributing to the education of young minds would be an inspiring opportunity.

Progressive in her approach to her work, she believes the best is yet to come and looks forward to new opportunities in her career. She is eager to find the best way to present the company and its products and says a negative perception of the industry is a major concern.

An inspirational leader, Ms. Botwick consistently ensures her team brings innovative thinking and new solutions to existing challenges. Vendor partners and colleagues alike say Ms. Botwick is a pleasure to work with because of the inclusive way she does business.

Though committed to her work and helping to drive a broader way of approaching marketing, Ms. Botwick is equally committed to her family and says a work/life balance is of primary importance to her. ♦

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OLIVIER CHATEAU

THE E-MAESTRO

AS MARKETING DIRECTOR, CONSUMER ADVERTISING, DIABETES FRANCHISE, OLIVIER CHATEAU, HAS BEEN LEADING THE WAY FOR HOW PRODUCT MANAGERS CAN USE DIGITAL MARKETING TO DRIVE BUSINESS RESULTS AT GLAXOSMITHKLINE.

Beginning with the highly successful digital marketing program he led for Altabax, Mr. Chateau demonstrated how an online sampling promotion along with quarterly e-detailing to healthcare professionals could impact prescribing behavior with little salesforce support. Now taking those key learnings into the consumer realm, Mr. Chateau is designing an all-digital consumer marketing strategy for GSK's diabetes medication, Avandia. Under this initiative, GSK will leverage a network of online assets, including media partnerships, aggressive search strategies, nonbranded and branded Web properties, to create an integrated digital campaign designed to drive new patient starts.

Early results are encouraging, and Mr. Chateau continues to advance his vision for the future of pharmaceutical marketing.

In everything he does, Mr. Chateau is passionate and dedicated, and he brings to that mix an innovative approach to problem solving, constantly anticipating the future needs of the industry.

In addition to two of the more broadly recognized issues the industry faces — reimbursement and product discovery — Mr. Chateau says an important challenge will be finding ways to integrate e-prescribing and electronic medical records.

One of the issues he has confronted more recently in his career is one of understanding and interpretation. A French native living and working in the United States, Mr. Chateau says his pronunciation of some English has created more hilarity among some of his co-workers than he would have imagined.

One thing is certain, though: there's no misunderstanding the benefits the solutions he is creating for the company are bringing. ♦



DID YOU KNOW?

Olivier Chateau won his first golf tournament at 12.

NANCY CORKUM

QUALITY ASSURED

Nancy Corkum is continuing to bring innovation and vision to global device compliance, regulatory and quality processes as Worldwide VP, Medical Devices and Diagnostics, Office of Compliance, at Johnson & Johnson.

Fair • Ethical

NAME: Nancy E. Corkum

CURRENT POSITION: Worldwide VP, Medical Devices & Diagnostics, Office of Compliance, Johnson & Johnson

EDUCATION: B.A., History, Marymount College

DATE AND PLACE OF BIRTH: Nov. 1948, Berlin, N.H.

FIRST JOB: The Mennen Company

FIRST INDUSTRY-RELATED JOB: Quality Laboratory Technician

DREAM JOB: Public service

PROFESSIONAL MENTORS: Colleagues

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: Take the opportunity when it presents itself

DID YOU KNOW?

Nancy Corkum loves steamed hotdogs; look for her at the best hotdog stand at O'Hare Airport.



IN A GIANT BUSINESS, NANCY CORKUM, WORLDWIDE VP, MEDICAL DEVICES AND DIAGNOSTICS, OFFICE OF COMPLIANCE, AT JOHNSON & JOHNSON, IS COMMITTED TO MAKING A DIFFERENCE WHEN IT COMES TO SAFETY AND COMPLIANCE.

Throughout her career, she has led many highly successful initiatives, including obtaining regulatory approval for the first therapeutic murine monoclonal antibody for reversal of renal transplant rejection and setting up and operating an internal contract research organization (iCRO).

Additionally, she was responsible for establishing the J&J Laboratory Analyst Certification Program. This 10-day program, developed in conjunction with Drew University, was designed to provide uniform training to all J&J laboratory personnel.

Having worked across pharmaceuticals as well as devices and diagnostics, Ms. Corkum says a big challenge was understanding the complexities involved in drugs, biologics, and devices and laboratory instrumentation.

In her many roles at J&J, she has witnessed some dramatic changes. She believes major issues for the industry include a growing level of intense regulatory oversight and the need for global companies to contend with differing business ethics in other parts of the world.

All her achievements combine with an amazing ability to lead by example and motivation.

Fair and ethical, Ms. Corkum has the ability to get the job done and inspire others — her peers say it's in her DNA. ♦

Passionate • Innovative

NAME: Olivier Chateau

CURRENT POSITION: Marketing Director, Consumer Advertising, Diabetes Franchise, GlaxoSmithKline

EDUCATION: B.S., ESC Reims, France; M.A., International Management and Marketing, Middlesex University

DATE AND PLACE OF BIRTH: March 1979, France

FIRST JOB: Market research analyst

FIRST INDUSTRY-RELATED JOB: Market Research Analyst, Anti-Infectives

DREAM JOB: Tennis player, golfer

PROFESSIONAL MENTORS: Father, colleagues

WORDS TO LIVE BY: With time everything you deserve will come

Olivier Chateau, Director of Consumer Marketing, Diabetes Franchise, GSK, is demonstrating how online sampling promotion along with quarterly e-detailing to healthcare professionals can impact prescribing behavior.

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BUSINESS AND SCIENCE DYNAMO



Dr. Michelle Dipp's enthusiasm, high intellect, and tireless dedication provide examples for everyone to follow as VP, Head of US Centre of Excellence for External Drug Discovery (CEEDD), a GSK initiative.

STANDING BY A BELIEF IN A TECHNOLOGY WHEN OTHERS ARE DOUBTFUL TAKES COURAGE AND CONVICTION. MICHELLE DIPP, M.D., PH.D., HAS DEMONSTRATED HER COMMITMENT TO SUCH A TECHNOLOGY: THE SIRTUIN PATHWAY THAT UNDERLIES THE FOUNDING PRINCIPLES OF SIRTRIS PHARMACEUTICALS.

While many in the investment and scientific communities scoffed at the science, Dr. Dipp and her mentor, Christoph Westphal, CEO of Sirtris, remained steadfast to the long-term vision. Her knowledge of the pathway was well-researched and ahead of most of the published literature.

But even when dealing with opposition, Dr. Dipp never criticized the work of others that diverged from that of the scientists affiliated with Sirtris; instead, she would cite facts based on the body of evidence on the sirtuin pathway.

Her stance was justified when in 2008 GSK purchased Sirtris for \$720 million, further helping to advance this important body of scientific work and bringing it a closer to potentially having a major impact on human health.

Dr. Dipp also played a key role in orchestrating the GSK acquisition and it is an achievement

she rates as the one she is most proud of, as well as her most difficult assignment to date. She led discussions with pharma companies, conducted due diligence for the deal, and then led the actual transaction on behalf of Sirtris. Throughout the negotiations, Dr. Dipp and her colleagues had placed emphasis on what life at Sirtris would be like post-acquisition and how to retain staff in order to continue fostering a thriving biotech spirit. The result ended up being a win-win for both sides.

Her keen acumen for negotiating business deals was recognized by GSK, where she is now VP and head of the U.S. division of the Centre of Excellence for External Drug Discovery (CEEDD). In this role, Dr. Dipp leads a team that identifies, evaluates, and negotiates potential deals with U.S.-based biotech companies to bolster GSK's pipeline and give the company access to more cutting-edge technologies.

In a relatively short period of time, she is delivering on key business objectives directed toward recognizing external talent and forging innovative alliances for GSK.

Always eager to immerse herself in any project and naturally working quickly toward the best result possible, Dr. Dipp is both passionate and determined when it comes to her work.

Her next goal is to be involved in making a medicine that has the potential to dramatically influence patients' lives.

An excellent mentor, Dr. Dipp provides scientific guidance, opens up career development opportunities, helps to motivate others, is a quick decision maker, and remains highly accessible despite her busy schedule. She acknowledges and recognizes individual achievement thus creating a can-do atmosphere. She is a fast-paced, dynamic decision-maker who has energized and inspired her team to go beyond their comfort zone and get more done with less and in less time.

She is a constant source of enthusiasm for science and drug development and takes a motivational approach to the many challenges. ♦

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Passionate · Determined

NAME: Michelle Dipp, M.D., Ph.D.

CURRENT POSITION: VP and Head of U.S., Centre of Excellence for External Drug Discovery (CEEDD), a GSK initiative

EDUCATION: B.S., M.D., Ph.D., Pulmonary Physiology, University of Oxford

DATE AND PLACE OF BIRTH: July 29, 1976, El Paso, Texas

FIRST JOB: Lemonade stand

FIRST INDUSTRY-RELATED JOB: Private Equity, The Wellcome Trust

DREAM JOB: Ballet dancer

PROFESSIONAL MENTORS: Christoph Westphal, M.D., Ph.D., Sirtris; Richard Aldrich

WORDS TO LIVE BY: Treat others the way you wish to be treated

DID YOU KNOW?

Dr. Michelle Dipp taught ballet and rowing to underprivileged children in England.

SQUARING UP
A NEW
DIALOGUE

The enthusiasm Hensley Evans, President, imc² Health and Wellness, brings to her work is contagious; she inspires her team members and helps them to deepen their knowledge of the pharma and healthcare space.

DID YOU KNOW?

Hensley Evans was in an episode of All My Children while in high school.

HOW TO TRULY ENGAGE THE CONSUMER IN A DIALOGUE ABOUT HEALTH AND WELLNESS IS A QUESTION ON THE LIPS OF MARKETERS ACROSS THE PHARMA INDUSTRY. MARY HENSLEY EVANS HAS SPENT MUCH OF HER CAREER PROVIDING ANSWERS TO THIS QUESTION AND HELPING TO MOVE THE NEEDLE ON CONSUMER-DRIVEN HEALTHCARE.

She has helped to develop groundbreaking solutions for a number of leading healthcare companies and their brands, including Eli Lilly, GlaxoSmithKline, Pfizer, EMD Serono, Shire, Genentech, Novartis, Barr, Ortho-Biotech, Noven, and Schering-Plough.

Ms. Evans' knowledge of healthcare marketing and reaching the

DISPELLING DISPARITIES

PASSIONATE ABOUT MANY THINGS, ONE OF FRED FOARD'S GOALS IN LIFE IS TO HAVE A POSITIVE IMPACT ON CHANGING THE HEALTHCARE-ACCESS DISPARITIES THAT EXIST IN OUR SOCIETY.

Affectionately known around the organization as the Professor, Mr. Foard not only possesses an immense amount of knowledge on the subject of pharmaceutical marketing, he makes it his personal mission to generously share his wisdom with those still climbing the ranks.

Over his vast career, Mr. Foard has grown multidimensionally, and with each step along the way he has made a significant difference within the organizations he has supported — both at a professional and volunteer level.

In his role at CMI as executive VP, strategic insights, he has helped to expand the company and propel its clients' brands by consistently bringing forward strategically appropriate nonpersonal communication recommendations.

By integrating and leveraging all communication channels, he believes clients can develop a strategic focus that drives all promotion.

Under Mr. Foard's leadership, the company already has a proven track record as best in class for strategic media planning as evidenced by consistent awards.

In the course of his career, three achievements really stand out for him. First, he helped to maximize the growth of a relatively small diuretic brand to dominant market share in the antihypertensive market and created its successful postgeneric strategy, including launching the first "authorized" generic. Second, he founded, published, and edited a medical journal focused on reducing ethnic disparity in the prevalence and treatment of cardiovascular disease. And third, he played a major role in the development of a number of the key people in the media planning segment of the industry.

Fred Foard, Executive VP, Strategic Insights, Communications Media Inc., has one of the finest strategic minds of any of marketing/brand management individual in the industry.

He recognizes a truism about the industry, that through each crisis a magnificent creative resilience emerges, which enables the weathering of each storm.

During his career, he has experienced four phases of seismic evolution of the pharmaceutical industry. He entered the industry toward the end of the era when there were few requirements for substantiating safety and efficacy, when physicians reigned as sole brand selectors, and line extensions were readily introduced onto the market. Then came the tightening of the FDA approval process along with market demand to prove cost-effective therapeutic advancement. Next came generics and patent challenges, aided by the introduction and rapid growth of private and federal managed care. Now, the industry is experiencing market forces — financial, political, and social — that are the key challenges for a brand and not just its proof of clinical benefit.

He says there are several areas in which the industry has been remiss in addressing: properly and adequately training brand managers in marketing and promotional science; properly applying market and media research; and applying a disciplined use of the marketing process. Change can only begin with insight development from which a promotional strategy is derived, leading to clear behavioral change goals, which are, in turn, achieved through the successful delivery of proven messaging.

Those working in the industry must first face up to this reality, he says, and then bring to bear both internal and external expertise to provide consultation and direction to brand managers. This approach must be endorsed and executed by senior brand management, whose responsibility is to manage the entire life cycle of each brand and therapeutic franchise. ♦

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Determined • Self-Disciplined

NAME: Frederick Carter Foard
CURRENT POSITION: Executive VP, Strategic Insight, Communications Media Inc.
EDUCATION: MBA, Finance and Marketing, Capital University
DATE AND PLACE OF BIRTH: March 1945, Philadelphia
FIRST JOB: Behavioral scientist, classified Vietnam War-related projects, HRB-Singer
FIRST INDUSTRY-RELATED JOB: Junior market research analyst, Schering-Plough
DREAM JOB: College professor
CONNECTED VIA: LinkedIn, Plaxo, Twitter, Yammer
WORDS TO LIVE BY: Don't sweat the small stuff

DID YOU KNOW?

Fred Foard's first job out of college involved participating in secret government studies.

FREDERICK
FOARD

Organized • Passionate

NAME: Mary Hensley Evans

CURRENT POSITION: President, imc² Health and Wellness

EDUCATION: MBA, Wharton School of the University of Pennsylvania; B.A., Economics, Duke University

DATE AND PLACE OF BIRTH: Aug. 1966, White Plains, N.Y.

FIRST JOB: Cashier, local hardware store

FIRST INDUSTRY-RELATED JOB: Research Assistant, Brookings Institution

DREAM JOB: Travel consultant

PROFESSIONAL MENTORS: Doug Levy, imc²; Norbert Lempert, Spectral Resources

CONNECTED VIA: Facebook, LinkedIn, Plaxo, Twitter

WORDS TO LIVE BY: You can learn something from every person you come into contact with if you pay attention

MARY HENSLEY EVANS

consumer through meaningful interactions and her experience across various therapeutic categories are extensive. As president of imc² Health and Wellness, Ms. Evans is instrumental in driving the success of the organization and its clients.

Throughout her almost 20-year career in consulting and marketing, Ms. Evans has been at the heart of strategic solutions and high-impact programs ranging from consumer health-education campaigns, business-to-business solutions providing customized information, new product launch campaigns, and innovative online retail solutions.

Ms. Evans says the industry needs to shift how it supports consumer-driven healthcare, moving from a tendency to talking at consumers to instead speaking with them. What is needed is a much more holistic view of health and wellness, one that supports deeper consumer education in the process.

The long-term success of healthcare marketers lies in cracking this challenge and Ms. Evans warns there's a long road ahead. Nonetheless she understands that there are opportuni-

ties for the healthcare industry to take a leadership position in supporting healthier lifestyles. And she is at the forefront of delivering solutions to make this a reality.

Ms. Evans attributes her strong leadership to having great mentors over the years. While working as president of Harte-Hanks Interactive, Ms. Evans says then Managing Director Norbert Lempert was instrumental in helping her to develop a much calmer approach to leadership, even in challenging times. More recently, imc² CEO Doug Levy has been an invaluable mentor to her, pushing her to continue to challenge herself intellectually.

Beyond the workspace, Ms. Evans is involved in three local nonprofits near her home in Hudson Valley, N.Y. These include the local food bank, which also collects and donates toys for children, and two nonprofit theaters — the Bardavon and Ulster Performing Arts Center. ♦

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WINNING COUNSEL

EMD SERONO'S LEGAL DEPARTMENT HAS EXCELLED UNDER THE LEADERSHIP OF VP AND GENERAL COUNSEL THOMAS GUNNING. THANKS TO HIS SOUND BUSINESS AND LEGAL JUDGMENT AS WELL AS STRONG ETHICS, HE HAS SUCCEEDED IN CREATING A LEGAL GROUP THAT IS TRUSTED AND RESPECTED BY CLIENTS, BOTH INTERNAL AND EXTERNAL.

Mr. Gunning has championed the growth of his department to meet the needs of the company and has led a turn-around in internal client satisfaction, which is now recognized locally and by the European parent company of EMD Serono, Merck KGaA, Darmstadt, Germany, as a strong contributor to the business.

As the industry faces myriad changes, Mr. Gunning is at the forefront, helping his colleagues to understand this changing environment and devising strategies to meet these challenges. He achieves this with his optimism, positive energy, and curiosity.

Mr. Gunning has all the hallmarks of a superb general counsel: extensive legal experience, business acumen, sound judgment, a highly analytical mind, empathy, vision, and a passion for his job, the company, and his in-house legal team.

He brings enthusiasm and curiosity to his legal work and the business challenges and opportunities faced by EMD Serono and vigorously searches

for the best solution that can be practically implemented.

He is uniformly admired and respected by his in-house legal team and he treats all those who work for him as colleagues not subordinates. A thoughtful, hands-on manager, Mr. Gunning ensures all members of his team know their efforts are important, thereby encouraging everyone to work to their potential. He fosters an open and collaborative environment, which facilitates the sharing of best practices.

His commitment to people living with serious unmet medical needs is a constant reminder to his colleagues about priorities, both from a company perspective and as citizens. His role at EMD Serono began when he decided to move after 15 years as a partner at a prominent national law firm, Nixon Peabody, to joining what was then his lead client. Having already accomplished much in his legal career — achieving partner and practice group chair, for example — he was ready for a new challenge. Though considered a rising star at the law firm, he considered the move to associate general counsel as an investment in his career.

Before too long, he rose to become general counsel, and in that time he has developed litigation and management skills to complement his background and experience as a business lawyer. One of his biggest challenges, he says, was transitioning from a business lawyer solely focusing on win-win transactions to additionally handling win-lose litigation.

Believing in giving back, Mr. Gunning has been a trailblazer in the industry when it comes to pro bono legal work. He initiated the involvement of EMD Serono's legal department in Greater Boston Legal Services' (GBLS) pro bono projects and presented a compelling case to the company to make a significant monetary donation to GBLS, plus adopt its Children's Disability Project. He encourages that spirit of giving in his colleagues and today the company's in-house lawyers and paralegals provide pro bono legal services, through the Greater Boston Legal Services organization, to low-income children who are seeking disability benefits. ♦

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CHANGING THE COURSE OF CARE

A PASSION FOR WHAT HE DOES AND A BELIEF THAT HE CAN MAKE A DIFFERENCE ARE WHAT GUIDE JOE MARTINEZ AND HELP HIM ACHIEVE BREAKTHROUGHS FOR PATIENTS.

Those who work with Mr. Martinez in his role as senior managed care liaison at Amylin Pharmaceuticals are assured that any job he undertakes will not only get done but will exceed expectations.

He draws on his excellent interpersonal and communications skills to make a difference and in all interactions he treats people with respect, drawing them into the discussion so they feel that their ideas and feelings are validated.

As someone with diabetes, Mr. Martinez truly understands and identifies with the patients he reaches out to. The great challenge, he says, is changing the way that people think about treating chronic diseases so that decision makers understand that conditions such as diabetes and obesity are not solely societal and based on life-style but that they also have origins in neuro-hormonal and bio-chemical pathways.

When sharing his own experiences with diabetes he paints a clear picture of what it feels like when one's blood sugar is 29. Most times

Optimistic • Insightful

NAME: Thomas G. Gunning

CURRENT POSITIONS: VP and General Counsel, EMD Serono, and Member of EMD Serono Executive Committee

EDUCATION: J.D., Boston University School of Law; B.S., Economics and Politics, Fairfield University

DATE AND PLACE OF BIRTH: Sept. 1962, Baltimore

FIRST JOB: Paperboy

FIRST INDUSTRY-RELATED JOB: Corporate lawyer, Nixon Peabody

DREAM JOB: Restaurant owner

PROFESSIONAL MENTORS: Nixon Peabody colleagues

DID YOU KNOW?

Thomas Gunning is a rock-and-roll fanatic; he once saw 50 live shows in one year.

As VP and General Counsel of EMD Serono, Thomas Gunning has a driving desire to find ways to improve the legal department and the company as a whole, which motivates his colleagues to do the same in their own day-to-day work.



Joe Martinez not only has excellent interpersonal and communications skills, but is truly someone who cares for the individual and in his role as Senior Managed Care Liaison at Amylin he is achieving breakthroughs for patients.

DID YOU KNOW?

Joseph Martinez, while attending the Air Force Academy in Colorado Springs, flew in a F-4 Phantom jet fighter.

individuals are unable to hear those around them or recall what is happening. At the other end of the spectrum, he describes a blood-sugar level of 400 as like having cement blocks on the feet and having to focus all energy to lift one foot. But he doesn't let his own struggles bring him down. Rather he uses his experiences to positively influence others and promote better care of patients.

Physicians who have worked with Mr. Martinez say he listens attentively and inspires them to provide world-class care to diabetic patients, as well as encourages them with their own personal goals.

It comes down to two valuable approaches that dictate Mr. Martinez's life: what goes around comes around, so put a lot of good stuff out there; and drop your agenda, listen, and work to a higher purpose.

Eager to ensure all diabetic patients have access to quality care, Mr. Martinez was the key driving medical affairs force behind having the company's first-in-class medication for Type 2 diabetes added to the formulary at Walter Reed Army Medical Center. His efforts ensured retired military patients with diabetes have access to a much-needed treatment.

He also spearheaded a very successful program at the largest managed care plan in Maryland, which helped all involved gain a better understanding of the importance of medication persistency and compliance.

Having shifted from his previous role as a Medicaid pharmacy director to one as a medical affairs liaison, Mr. Martinez has demonstrated he is more than capable of reinventing himself.

In 2008 and 2009, Health Industries Research Center (HIRC) recognized Mr. Martinez with the HIRC National Markets/Managed Account Service Award — State Medicaid Executive Panel. This was a defining moment for Mr. Martinez because it demonstrates that people appreciate sincerity and value service. ♦

Passionate · Engaging

NAME: Joseph Martinez

CURRENT POSITION: Senior Managed Care Liaison, Amylin Pharmaceuticals

EDUCATION: Sc., R.Ph., PDE, PPC, Rutgers College of Pharmacy (now The Ernest Mario School of Pharmacy)

DATE AND PLACE OF BIRTH: Dec. 24, 1956, Newark, N.J.

FIRST JOB: Milk boy

FIRST INDUSTRY-RELATED JOB: Scientist, Pharmaceutical Technology, E.R.Squibb and Sons

DREAM JOB: Behavioral scientist

PROFESSIONAL MENTORS: Dr. Gerry Jackson, E.R.Squibb & Sons; Joe Frendo, Medco Health Solutions; Benjamin Franklin; parents

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: What goes around, comes around; drop your agenda, listen, and work to a higher purpose

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STEERING A WINNING COURSE

FOR YEARS, BRENT SAUNDERS HAS LED INITIATIVES IN THE HEALTHCARE SECTOR TO HELP COMPANIES ENSURE THAT THEY CAN PROVIDE THE BEST OUTCOMES FOR PATIENTS IN NEED.

Early in his career, Mr. Saunders developed the building blocks that have helped to propel him. He joined the industry as chief compliance officer at Thomas Jefferson University and Health System, implementing the first comprehensive compliance program at a university-based health system.

Since joining Schering-Plough in 2003, Mr. Saunders has been part of the leadership team that has helped the company move from a troubled company into a major player in the pharmaceutical industry.

He has assembled a team that has helped transform the company's Consumer Health Care business into a unified global business and developer of leading consumer and OTC-switch brands.

He oversaw Schering-Plough's \$15 billion acquisition of Organon BioSciences in 2007 and 2008, assimilating the two companies and more than 20,000 employees. Given the success of this merger, it is no surprise that he was tapped to manage the company's integration team for its upcoming merger with Merck.

This complex integration, the largest in the 118-year-old company's history, is uppermost for Mr. Saunders right now.

Having helped Schering-Plough to reinvent itself, he understands full well the difficulties the industry faces. In the coming years, there are issues that the industry must find ways to tackle, Mr. Saunders says. In particular is the increasingly highly charged public discourse around risk/benefit evaluations, principles, and study in medicines. The current debate has become stuck on the notion of all benefits and no risk, he says, and while the industry needs to encourage rigorous debate it needs to support ways to temper the charged atmosphere and return to a reasonable calm to look at the science and discuss the implications for patients and public health. Without careful consideration, he believes there is the risk that good science could eventually suffer and there will be a chilling impact on future solutions for treatments for unmet medical needs.

In leading his teams, Mr. Saunders combines compassion and a hands-on approach. At the same time, he believes a strong manager must know all levels of the operation and set an example throughout the business.

He counts as his greatest professional mentor Schering-Plough's CEO Fred Hassan, who has taught him the importance of humility, culture, surrounding oneself with the best talent, and having a detailed understanding of the business.

Beyond his work at Schering-Plough, Mr. Saunders finds time to serve on the board of directors for the American Heart Association and the Overlook Hospital Foundation in Summit, N.J. He also teaches health and pharmaceutical law at Seton Hall and Widener University. ♦

A hands-on and compassionate leader, Brent Saunders, Senior VP and President, Consumer Health Care Schering-Plough, has played a significant role in shaping the pharmaceutical industry.

DID YOU KNOW?

Brent Saunders has an identical twin brother.

Compassionate · Hands-On

NAME: Brent Saunders

CURRENT POSITION: Senior VP and President, Consumer Health Care, Schering-Plough

EDUCATION: J.D., Temple University School of Law; MBA, Temple University School of Business and Management; B.A., Economics, University of Pittsburgh

DATE AND PLACE OF BIRTH: Feb. 1970, Arizona

FIRST INDUSTRY-RELATED JOB: Legal Counsel, Thomas Jefferson University and Health System

DREAM JOB: Surgeon

PROFESSIONAL MENTORS: Fred Hassan, Schering-Plough

WORDS TO LIVE BY: Never overreact; exercise patience and restraint before making a decision

BRENT SAUNDERS

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DR. MICHAEL MCLAUGHLIN



MOVING FORWARD

MAKING THE CHANGE FROM SURGERY TO MEDICAL COMMUNICATIONS IS QUITE A LEAP, BUT IT'S A MOVE THAT MICHAEL MCLAUGHLIN, M.D., HAS HANDLED WITH APLOMB.

The initial change — from operating room to conference room — was like being on a different planet he says and one where he didn't know the language. Staying true to the motto by which he lives his life — many a false step is made by standing still — Dr. McLaughlin was undaunted by so big a career transition.

A reconstructive hand surgeon, Dr. McLaughlin made the change to industry in 2001 working at Interlink Healthcare Communications and Cardinal Health. In making his dramatic career shift, Dr. McLaughlin says he was fortunate to have a great mentor, William Steinberg, M.D., a relative who provided him with valuable counsel, which was much-needed since there were no other resources to provide guidance.

Today, Dr. McLaughlin willingly reaches out to other physicians wishing to take the challenging step of making a career change from clinical practice. To ease the journey for others he spends much of his spare time in numerous activities to help physicians explore nonclinical careers and interests, with little to no financial compensation, including writing content for Physician Renaissance Network (prnresource.com), a Website he started. He also manages a social networking forum for members (members.prnresource.com) and has written a book titled "Do You Feel Like You Wasted All That Training? Questions from Doctors Considering a Career Change."

In addition, he has been the keynote speaker at several conferences and courses and has written numerous articles on the topic of physician career change and nonclinical careers.

DID YOU KNOW?

Dr. Michael McLaughlin is currently training for the July 2009 Lake Placid Ironman triathlon.

In March 2004, Dr. McLaughlin took his next step into the world of healthcare business and co-founded Peloton Advantage with Carolyn Clark. The company was established to provide a fresh and innovative approach to publication planning. More recently, the Tempo: Building Access Through Publications offering was added to complement its clinical expertise and help life-sciences companies focus on the unfulfilled information needs of targeted managed market segments.

It was a true highlight for Dr. McLaughlin when the company was recognized in 2008 by

NJBIZ as one of New Jersey's 50 Fastest Growing Companies.

Dr. McLaughlin's insights are sought after; he has been an invited faculty member at International Society for Medical Publication Professionals (ISMPP) workshops and American Medical Writers Association (AMWA) meetings and he has participated in numerous educational presentations at various pharmaceutical company medical, marketing, and sales staff meetings.

He continually pursues academic interests through Thomas Jefferson University, formerly as a senior scholar in the Department of Health Policy, and currently as a population health associate in the School of Population Health.

As a leader, he has the ability to command a room without being stern or confrontational and is a good listener and problem solver. Dr. McLaughlin knows when to introduce options that may not have been considered, and he is at the same time open to new ideas.

Believing that both companies and individuals need to be active and caring members of the community, he ensures that his company also participates in charity events with local organizations, such as the Parsippany Food Bank and Hudson Cradle, a group home providing nurturing care to homeless infants/border babies with special health and developmental needs. ♦

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Determined • Honest

NAME: Michael J. McLaughlin, M.D.

CURRENT POSITION: Principal, Chief Scientific Officer, Peloton Advantage

EDUCATION: M.D., Columbia University College of Physicians and Surgeons; B.A., Biology, Harvard College

DATE AND PLACE OF BIRTH: Aug. 23, 1965, Brooklyn, N.Y.

FIRST JOB: Worked on a produce farm

FIRST INDUSTRY-RELATED JOB: Associate Medical Director, Interlink Healthcare Communications

DREAM JOB: Novelist

PROFESSIONAL MENTORS: William Steinberg, M.D.

CONNECTED VIA: Facebook, LinkedIn, PRNresource

WORDS TO LIVE BY: Work as hard at playing as you do at working

FABIO GRATTON



Fabio Gratton is a digital evangelist and through his position as Co-founder and Chief Innovation Officer, at Ignite Health, he is moving interactive innovation forward in the pursuit of creating a healthier world.

DIGITAL DELIVERY

TOUTING THE IMPORTANCE AND VALUE OF INTERACTIVE INITIATIVES TO MOVE A BRAND FORWARD, FABIO GRATTON, CO-FOUNDER AND CHIEF INNOVATION OFFICER, OF IGNITE HEALTH, AN INVENTIV COMPANY, IS HELPING TO DRIVE MARKETING CAMPAIGNS INTO THE FUTURE.

Mr. Gratton has been an inspiring force in the world of health 2.0 for the past several years, often leading the vocal charge as a digital thought leader for interactive innovation. As pharmaceutical companies continue to find their place among the Web-savvy crowd, Mr. Gratton has worked diligently to bring the industry along by becoming an interactive evangelist.

It's a long way from where he began his jour-

ney in the film industry and from his dream of being a screenwriter.

Mr. Gratton describes the move into healthcare marketing as probably the funniest thing that's ever happened to him, since it's not something he would have ever expected. His dream 10 years ago was to win a screenwriting Oscar for the next Schindler's List or Pulp Fiction — not an industry award for producing an online animated series about living with HIV. In retrospect, though, he says he is just as proud of accomplishing the latter, and he rarely thinks much about the life he left behind, though he admits an Oscar would still be nice.

In 2007, Ignite was acquired by inVentiv Health. It was a hugely significant achievement for Mr. Gratton and his business partners since it validated that they were doing something right and the purchase has since opened up a world of opportunities.

SUBSTANCE AND STRATEGY CREATE RESULTS

DONNA RAMER

A PIONEER IN HEALTHCARE PUBLIC RELATIONS, DONNA RAMER, PRESIDENT OF STRATEGCATIONS, IS DRIVEN TO IMPROVE COMMUNICATIONS AMONG ALL STAKEHOLDERS WITHIN AND OUTSIDE A COMPANY OR NONPROFIT ORGANIZATION.



Donna Ramer has inspired so many people and has accomplished so much as a PR professional, counselor, visionary, and friend, all the while running her own company StrategCations Inc.

consumer companies, nonprofit organizations, and trade associations. This vast range of experiences have given her deep insights on how to tackle a problem or manage a crisis.

What sets Ms. Ramer apart is her ability to quickly synthesize data; ask the right questions to flush out the opportunities or challenge an existing hypothesis; crystallize the strategy; mobilize the appropriate resources; and execute brilliantly, all while being hyper-prepared to address anything that comes up along the way without getting sidetracked or ruffled.

DID YOU KNOW?

Donna Ramer about her high school's activities for her home-town newspaper.

Admired for her enormous contributions to communications training, issues management, and mentoring, Ms. Ramer has been affecting positive change in the healthcare industry for more than 30 years. Those who work with her say she “gets it” at a very high level.

Her many years of PR experience cover myriad areas of healthcare — prescription drugs, OTCs, nutritionals, devices, and healthcare systems — and beyond to issues ranging from patient advocacy to strategic philanthropy, crisis communications, women's leadership, and more. Ms. Ramer has worked with most of the major pharmaceutical companies and with a broad spectrum of con-

On a personal level, the deal was also a huge moment for Mr. Gratton since it validated his decision to leave the film industry and move into health as the right course of action and, more importantly, it has enabled him to dispense advice about what it means to take a risk and be able to back it up with a picture of accomplishment.

The pharmaceutical industry is in the midst of a major moment in history, he says, with the economic collapse, President Obama's victory, and the upcoming healthcare reform. These issues will be at the center of what happens over the course of the next five years.

With his many achievements, Mr. Gratton will play a key role in helping the industry to open itself up in the area of healthcare marketing.

Some of his many accomplishments include:

DID YOU KNOW?

Fabio Gratton's dream was to win a screenwriting Oscar for writing the next Schindler's List or Pulp Fiction.

one of the original members of WOMMA (Word of Mouth Marketing Association); Pharma Pioneer Club Member; creator of reality-lasik.com, a nine-part online reality show about Lasik eye surgery; developer of juvenation.org for JDRE, an online community for people living with Type 1 diabetes; and creator of livewithit.com — Live With It — a ground-breaking, award-winning serial Web miniseries that uses hand-drawn character animations and intertwining story lines to tell the story of five diverse people whose lives intersect at a support group by a shared reality: they all have HIV/AIDS.

In addition, Mr. Gratton is a regular contributor to some of the top e-health marketing blogs and Twitter feeds and he is a regular speaker at some of the industry's best-attended conferences. ♦

And she has that rare ability to learn without being guided. For example, she produced an award-winning public broadcast radio show in the mid-1970s, and despite having no training, she quickly learned how to interview celebrities and capture high-quality audio without a sound person.

With a unique combination of vision and no-nonsense practicality, Ms. Ramer ensures the job gets done, right on target. Substance, not sugar-coating, is her modus operandi. Give her a room full of board members or organization leaders, a product team, or any group with a problem and by the end of the day she has a solution, be it a coherent message, a product strategy, a crisis plan, or media talking points.

The reasons she is so adept at her profession are her natural intuitiveness and her ability to assess group dynamics as well as read body language and facial expressions; she really hears what people are saying and, more importantly, not saying. Ms. Ramer served on the HBA board as director of communications before, during and after a time of significant transition for the organization. Those who worked with her said she had the most difficult and certainly one of the most strategic roles on the board. Her positioning of the HBA's dramatic and major restructuring had to be very well-thought out and extremely calculated.

Her hard work led to the HBA having both an e-bulletin and a self-standing magazine whose persona is being redefined to reflect the growing needs of a sophisticated global organization. Ms. Ramer brings her vision and strategic planning to The HBAdvantage, the organization's publication, in her role as editor-in-chief, as well as writing and editing skills.

Her dedication was recognized in 2005 when she was named HBA Volunteer of the Year.

A consummate professional who is gracious with her time, energy and expertise, Ms. Ramer does what many women forget to do when they become a leader, that is, to remember how important it is to nurture the next generation of women leaders. ♦

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Intuitive · Funny

NAME: Donna Klein Ramer

CURRENT POSITION: President, StrategCations Inc.

EDUCATION: B.A., San Jose State University

DATE AND PLACE OF BIRTH: April 1949, New York
FIRST JOB: Obituary and Social Column Writer, Bayside Times

FIRST INDUSTRY-RELATED JOB: Administrative Assistant, RuderFinn

DREAM JOB: Deception specialist

PROFESSIONAL MENTORS: Susan Youdovin, Nancy Larsen

CONNECTED VIA: LinkedIn, Plaxo, Facebook

WORDS TO LIVE BY: No one will ever read the inaccurate press about you more often than you

Passionate · Inspiring

NAME: Fabio Gratton

CURRENT POSITION: Co-founder, Chief Innovation Officer, Ignite Health, an inVentiv company

EDUCATION: BFA, School of Film & Television, University of California, Los Angeles

DATE AND PLACE OF BIRTH: May 30, 1972, Frascati, Italy

FIRST JOB: Mowing lawns

FIRST INDUSTRY-RELATED JOB: Temp assignment, FRC/Bozell

DREAM JOB: Run a Vietnamese/Italian restaurant

PROFESSIONAL MENTORS: Steven Spielberg, Sergei Brin, Steve Jobs, Bill Gross, John Battelle, parents

CONNECTED VIA: Twitter, Facebook, LinkedIn

WORDS TO LIVE BY: You might find yourself like a high-speed train convinced you know exactly where you want to go and who you want to be, but along the way you're missing side tracks and maybe it's one of those paths that you really should be taking

LORI SHIELDS

LIFT OFF FOR TRIAL EFFICIENCY

JUST LIKE NASA'S SPACE-RACE PROGRAM, FAILURE IS NOT AN OPTION FOR LORI SHIELDS. THE METHODS, PROCEDURES, AND MANAGEMENT OF RISK USED BY NASA DRIVE MS. SHIELDS' LEADERSHIP AND PERSPECTIVE ON LIFE.

Her role as VP, operations, trial planning, at Medidata is extensive: managing the data acquisition and quality assurance teams that fuel the company's trial cost benchmarking products, managing the client relations team, and leading product development to improve and innovate trial planning products.

sponsors, has enabled her to manage and continually enhance one of the largest investigator cost-assessment databases in the world.

Currently, Ms. Shields is focused on creating new value for both sponsors and sites by combining investigator grant data with protocol design metrics and developing novel insights into what makes clinical trials operationally fail or succeed.

A natural innovator, Ms. Shields works closely with her teams and customers to encourage the flow of new ideas that lead to product improvements and development. Other achievements include managing the development of an innovative capability for negotiating budgets with investigative sites. This method partially automates the process of reaching an agreement on a contract between a sponsor and a site, promising a time-saving productivity boost. Another key example of her contributions to innovation in the industry is a new method for sponsors to calculate the complexity of a study. With this more accurate measure of study complexity, sponsors can maintain more equitable site relationships and increase effectiveness of clinical trials.

A career highlight for her was seeing the completion of the work effort units for all of the codes in the PICAS database and being able to use them to calculate site work effort for every protocol therein. Ms. Shields says it has opened the door to a treasure-trove of information and analysis.

Her next mission is to make use of available industry metadata to develop tools to better forecast feasibility with regard to patient availability and tolerance, successful statistical plans, and site performance and satisfaction.

From the outset of her career, Ms. Shields was determined to fulfill the goal of pursuing a career where her work made a difference in



As VP, Operations, Trial Planning, at Medidata Solutions Worldwide, Lori Shields continually inspires those around her with her commitment to operational excellence.

DID YOU KNOW?

Lori Shields would someday like to teach high school.

helping people. After working as a teacher, she was attracted to a position managing databases for a large magazine. She became thoroughly engaged in all the data-driven aspects of this job, and in 2001 she took a position with Data Edge, a unit of Fast Track Systems, where she was responsible for establishing a customer care team. Today, that team is frequently cited by customers as one of the most valued parts of their relationship with Medidata, which purchased Fast Track in 2008.

A motivating leader, Ms. Shields encourages and inspires her staff members to find creative solutions to the issues at hand, as well as make their own contributions to the industry speaking at industry events and contributing published articles. ♦

Creative • Determined

NAME: Lori A. Shields

CURRENT POSITION: VP, Operations, Trial Planning, Medidata Solutions Worldwide

EDUCATION: B.A., Liberal Arts, Shippensburg University of Pennsylvania

DATE AND PLACE OF BIRTH: May 1962, Hanover, Pa.

FIRST JOB: Worked the carousel, the sky ride, drove the pink tour train, and delivered the tour speech at an amusement park

FIRST INDUSTRY-RELATED JOB: CRO Questionnaire Coordinator, DataEdge

DREAM JOB: High school teacher

PROFESSIONAL MENTORS: Clients

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: It never hurts to ask; the worst that can happen is the answer is no and you are no worse off than you were before

At every step, she is continually focused on creating success for her customers and employees, who work to develop and apply products that increase the chance for success in clinical trials and help studies be as safe and effective as possible for patients.

Her understanding of the challenges faced by sponsors and clinical researchers, combined with her extensive knowledge of trial operations built through years of consulting with

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THE SIXTH SENSE

WATCH AND LEARN. IT'S HOW ANDY SMITH OPERATES AND HOW HE BRINGS INCISIVE KNOWLEDGE TO THE TEAMS HE MANAGES AS EXECUTIVE VP, MANAGING DIRECTOR OF GLOBAL OPERATIONS, AT PALIO.

Intuitive · Ambitious

NAME: Andy Smith

CURRENT POSITION: Executive VP, Managing Director of Global Operations, Palio

EDUCATION: B.A., University of London

DATE AND PLACE OF BIRTH: May 26, 1969, London

FIRST INDUSTRY-RELATED JOB: Typographer, Benton and Bowles Advertising

DREAM JOB: Soccer player

PROFESSIONAL MENTORS: Jay Chiat

CONNECTED VIA: Facebook, LinkedIn, Plaxo, Twitter

WORDS TO LIVE BY: Listen to what is being said and don't speak unless you have something to say

Naturally intuitive, Mr. Smith spent the majority of his career in the operational and organizational process world, where he developed something akin to a sixth sense about issues, and he has been that way as long as he can remember. For example, he can usually answer the question before it's been asked.

In his role at Palio he has conceived and initiated new ways of thinking and working. That influence has extended beyond Palio to the broader industry.

The development of a new internal operating process has led to significant business

gains and profits, as well as improved efficiency across the board.

Mr. Smith evolved the role of the traffic coordinator from someone who had no ownership over the projects to that of a project manager, who is the keeper of process and responsible for capturing the strategic steps needed to effectively complete the

work. This crew coordinates with editorial services — teams of art buyers, graphic designers, and multimedia specialists — and the brand strategy, creative, and account services departments.

His ability to think big and take a decisive and alternative course was cemented while at St. Luke's, a British advertising agency that formerly was called Chiat/Day. Mr. Smith was one of six co-founding partners of St. Luke's, the first agency to successfully buy out a network merger yet remain 100% independent. This was one of the first advertising agencies to create an equally owned company with all of its employees becoming equal shareholders.

While St. Luke's worked in a conventional way, it challenged the industry to work differently. Runners up for the prestigious Campaign Advertising Agency of the Year in its first full year of trading, the agency won Advertising Agency of the Year the following year and was shortlisted for International Agency of the Year. Moreover, St. Luke's won an innovative award from the Institute of Finance, a U.K. center of excellence in the finance arena. The agency's success and inventiveness was such that its story has been documented in a book, "Creative Company: How St. Luke's Became the Ad Agency to End All," by Andy Law.

Operating from the motto of he who dares, wins, Mr. Smith likes to ask the tough questions and he's fearless in his conviction for speaking the truth. According to his colleagues, he can always be counted on to point out the pink polka-dotted elephant in the corner. At the same time, Mr. Smith has a healthy sense of humor and is not afraid to laugh at himself. ♦

DID YOU KNOW?

Andy Smith wanted to be a professional footballer.

ANDY SMITH



Andy Smith, Executive VP, Managing Director of Global Operations, at Palio, has assembled a team that is known for anticipating obstacles and getting work done efficiently.

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KARLA STRICKER ANDERSON

THE PUZZLE SOLVER

AWARE OF THE DEVELOPMENTS ACROSS MANY DIMENSIONS, KARLA STRICKER ANDERSON SEES THE INDUSTRY AS A WHOLE.

DID YOU KNOW?

Karla Stricker Anderson's first job was a sales rep for American Hospital Supply's IV and nutrition solutions business in downtown Chicago.

Ms. Stricker Anderson helped some of the world's leading to life-sciences companies navigate challenges by transforming their business strategies, commercial tactics, resource allocation, and customer interaction practices.

Her broad experience in the industry allows her to put the pieces together when no one else in the room can, leading to many "aha" expressions on the faces of the others. She can balance the interests of multiple parties in a discussion and lead them to a productive consensus.

Responding to the increasingly competitive and more regulated business environment requires an ability to implement change across virtually all aspects of the

business quickly and thoroughly, and Ms. Anderson understands that this can be a huge challenge for many companies.

She understands the unique challenges companies face in creating an engaging customer experience and promoting brand loyalty and differentiation. As a result, she spearheaded and led BearingPoint's breakthrough practice focused on customer centricity, an approach to marketing that tailors strategies and tactics to suit individual customers' behaviors, attitudes, and preferred communication methods. She helped clients move from a traditional face-to-face and mass media marketing approach to a digital approach, leveraging Web portals and multichannel e-marketing strategies that enable pharmaceutical companies to better understand their customers' behaviors and needs while reducing costs.

She and her team helped companies in multiple stages of the drug life cycle design and operate REMS programs.

Drawing on her deep industry insights, Ms. Anderson says she would like to make a meaningful contribution to the healthcare model of the future. ♦

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Energetic · Optimistic

NAME: Karla Stricker Anderson

CURRENT POSITION: Managing Director, PricewaterhouseCoopers

EDUCATION: B.S., Nutrition, State University of New York Plattsburgh; Fine Arts Program, University of Copenhagen

DATE AND PLACE OF BIRTH: Oct. 1956, Buffalo, N.Y.

FIRST JOB: Paper girl

FIRST INDUSTRY-RELATED JOB: Sales Rep, American Hospital Supply

CONNECTED VIA: LinkedIn, Plaxo

WORDS TO LIVE BY: Keep pushing forward even when you fail



Karla Stricker Anderson has an ability to jump into any conversation or meeting, on any topic, and contribute in a truly meaningful way; coincidentally she just jumped to a new role as Managing Director at PricewaterhouseCoopers.

SHAUN URBAN**Driven • Passionate**

NAME: Shaun D. Urban, R.Ph.
CURRENT POSITION: President, Solara and Valos, part of CommonHealth
EDUCATION: R.Ph., Purdue University
DATE AND PLACE OF BIRTH: Dec. 14, 1971, Sheridan, Ind.
FIRST JOB: Golf course maintenance
FIRST INDUSTRY-RELATED JOB: Management Associate, Schering-Plough
DREAM JOB: Own a restaurant
PROFESSIONAL MENTOR: John Nine, formerly with Schering-Plough
WORDS TO LIVE BY: Work hard, and good things will happen

Shaun Urban, President of Solara and Valos, is tireless in his determination to ensure his agencies are operationally sound, exciting places to work, and offer strategic solutions to their client base.

CUSTOM MADE

A MAN WITH A MISSION, VISION, AND HEART, SHAUN URBAN, R.PH., PRESIDENT OF SOLARA AND VALOS, HAS HAD A HUGE IMPACT ON THE COMMONHEALTH NETWORK SINCE JOINING FIVE YEARS AGO.

His DNA is made up of three key traits: leader, innovator, and visionary. As such, both pharmaceutical marketers and employees gravitate to him.

Combining a macro and micro perspective approach, Mr. Urban can on the one hand provide strategic vision to clients, helping them understand the current market environment and what they need to do to drive brand growth; on the other hand he provides the details of the path forward.

Since his early days at Novartis, Mr. Urban has embraced risk, always seeking new and different approaches on how to engage and partner with physician medical groups. While at Novartis, Mr. Urban recognized an unmet need existed for a managed markets agency that delivered both strategic consulting and the ability to create and execute tactical solutions.

Within a year of joining CommonHealth,

DID YOU KNOW?

Shaun Urban grew up working at his father's pizzeria.

he had taken over leadership of Solara and reinvented the group from a managed care tactical agency to a strategic consultancy with expertise across all managed channels, including managed care, long-term care, government, specialty pharmacy, trade, and hospital segments. And he spearheaded the launch of CommonHealth's second managed care marketing unit Valos, which grew organically from Solara. It was an eminent moment in his career.

Taking over the leadership of Solara was a challenge since leadership changes require a lot of effort to build trust, confidence, and support of a vision. But these challenges often also turn out to be the most rewarding experiences, he says.

Throughout his career, Mr. Urban looked to the future rather than adopting a rear-view mirror approach to problem solving. For example, while working with leaders in evidenced based medicine (EBM) early in his career, he led efforts to critically appraise studies based on EBM principles knowing in the future P&T committees within managed care

organizations would use these fundamental principles in literature reviews when making formulary decisions.

He has been several steps ahead of the trend on the delivery of customer solutions, recognizing sometime ago that delivering traditional brand messages to customers had diminished in effectiveness and that the real value lay in creating and delivering meaningful customer centric solutions.

Outside of the workspace, Mr. Urban is active on the board of directors of the American Heart Association. As a member of the 2009 Executive Leadership Team for the American Heart Association Affair of the Heart Ball, he led the fundraising and planning initiatives for the event to garner corporate and community support for the fight against childhood obesity.

Mr. Urban says heart disease has afflicted his family in many ways, including taking the life of his grandfather, whom he never got to know, at the early age of 56. As a result, he feels a personal commitment and obligation to do his part in raising awareness and providing education on how cardiovascular disease can be prevented or optimally managed. ♦

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COLLEEN ADAMS

PAYING IT FORWARD

FOR COLLEEN ADAMS, SENIOR TRADEMARK ANALYST AT WYETH, THE OPPORTUNITY TO SUPPORT AND CONTRIBUTE TO LOCAL COMMUNITIES THROUGH PRO BONO LEGAL WORK HAS BEEN A TRUE HIGH POINT IN HER CAREER.

Ms. Adams says while it's easy to get caught up in day-to-day work and commitments, the rewards of helping people in need far outweigh the sacrifice in time and energy.

Since Wyeth launched its pro bono program in June 2007, Ms. Adams has consistently volunteered to work with the company's attorneys to provide free civil legal assistance to individuals and organizations that can benefit.

In that time she has dealt with some very challenging but rewarding cases, and Ms. Adams says she finds herself becoming involved with the people she is trying to help. What makes it so poignant, she says, is knowing that the client's future is dependent upon her abilities. The pro bono cases often take those providing assistance outside of their comfort zone because they are working in areas they otherwise have no experience in.

One case in particular that stands out for Ms. Adams is a social security disability appeal. Ultimately, she was able to win the case and help her client receive monthly benefits so that she can live a more comfortable life.

Ms. Adams began her professional career as a legal secretary for a small New Jersey-New York law firm specializing in intellectual property. Showing her own determination to reach higher, she returned to school to obtain her paralegal certification.

In 2005, she joined Wyeth as a trademark analyst supporting the legal group.

Over the years, she says several mentors have motivated and encouraged her to challenge herself. It was Stephen Baker, an attorney she worked with at Baker & Rannells, who introduced her to intellectual property law almost 20 years ago and taught her a great deal of what she knows.

Though it's easy to get caught up in day-to-day work commitments, the rewards of pro bono legal work far outweigh the sacrifices for Colleen Adams, Senior Trademark Analyst at Wyeth.

DID YOU KNOW?

Colleen Adams is an avid football fan and loves the Miami Dolphins.



Today at Wyeth, she says her colleague and mentor Bret Parker encourages and challenges her to do things she would not otherwise attempt. He is a master at making people believe in themselves, taking risks, and thinking outside of the box. In addition, her boss Michele Farber has been extremely supportive of her both personally and professionally, continuously encouraging her to pursue different paths such as pro bono work, public speaking, and going back to college to get her master's degree.

With such guidance, Ms. Adams' skills and confidence have blossomed and today she is a notable public speaker on the topic of counterfeit pharmaceuticals and consumer healthcare products.

Ms. Adams says her nomination to the PharmaVOICE 100 list of the most inspiring individuals is the most humbling recognition she has ever received. ♦

Brave • Fun

NAME: Colleen M. Adams

CURRENT POSITION: Senior Trademark Analyst, Wyeth

EDUCATION: M.S., Business Management, College of Saint Elizabeth; B.A., Political Science, Stockton State College

DATE AND PLACE OF BIRTH: Aug. 1968, Jersey City, N.J.

FIRST JOB: Legal secretary

FIRST INDUSTRY-RELATED JOB: Trademark Analyst, Wyeth

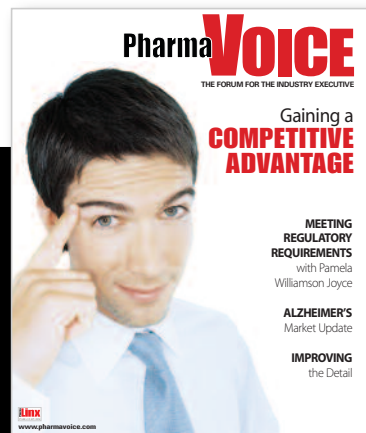
DREAM JOB: Teacher

PROFESSIONAL MENTORS: Stephen Baker, Baker & Rannells; Bret Parker, Wyeth; Michele Farber, Wyeth

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: Go to college

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MORE VAUGHN ANTHONY DIVINE INSPIRATION

D. ANDERSON & COMPANY'S SENIOR VP OF MARKETING AND COMMUNICATIONS VAUGHN ANTHONY IS DRIVEN TO PROVIDE QUALITY IN EVERY FACET OF HIS WORK. HE INSPIRES THOSE AROUND HIM

TO GIVE THEIR BEST AND DRAWS ON HIS PATIENCE AND GOOD HUMOR TO HELP THEM ENJOY THE JOURNEY.

Mr. Anthony cites the development of the company's in-house agency as one of his career highlights.

Award-winning writers, graphic designers, and in-house printing capabilities allow the company to take projects from conception to production. Being able to spearhead the building of such a professional, capable, and talented team has certainly given him a great deal of professional satisfaction.

His colleagues, peers, and clients are continuously inspired by his honest and plainspoken manner. He doesn't believe in saying things that are not true or pontificating for the sake of impressing others. As the youngsters say, he likes to "keep it real."

And likewise he is inspired by others who keep it real. He considers it a privilege to have had the opportunity to listen to Jenna Korb, executive director of the Leukemia & Lymphoma Society, San Diego/Hawaii Chap-

ter. She told of her fight with a rare disease that led her to participate in a clinical trial that saved her life. Being exposed to the plight of an actual patient and hearing her story in person renewed his zeal to educate and promote the clinical trial industry.

Patients' lack of knowledge about and interest in clinical trials, he says, is one of the biggest challenges for the industry to overcome. He points to a recent report in *The Washington Post*, which found that about 80,000 clinical trials are conducted in the United States each year, yet less than 1% of the American population participates in such trials.

The mission must be to educate patients and doctors alike on the role of clinical research participation in bringing new drugs to market, he says. Education is key to removing the many misconceptions about what clinical trial participation entails.

Recently, Mr. Anthony was appointed group facilitator for the Patient Recruitment Organization Steering Committee, a newly formed organization of industry executives who endeavor to promote and further professionalize the PRO niche.

He's excited about the potential this core group holds for advancing the industry, in particular patient recruitment organizations.

Taking cues from his mother and father, he tries to lead with grace and integrity.

He admires his mother's perseverance,

GETTING PERSONAL WITH VAUGHN ANTHONY

FAMILY: Wife, Jackie; twin girls, Alesha and Ashley, 20

HOBBIES: Tennis and marine aquariums

GIVING BACK: Reaching Out Touching Lives (ROTL)

BUCKET LIST: Publish a book, "A Guide to Christian Living, The Power Within;" renew his wedding vows

INSPIRATION: Parents

SCREENSAVER: His miniature schnauzer, Snoop

A LITTLE-KNOWN FACT: He is an ordained minister

saying when she puts her mind to something she accomplishes it no matter the obstacles. After years of being a stay-at-home mom, she took a full-time job at a box factory and enrolled in nursing school. She graduated with a degree in nursing assistance, and she has had a fulfilling career in the medical industry for more than 20 years.

His father inspired him to always think of family first. His motto is "God and family are the most important things."

As an ordained minister, Mr. Anthony's desire is to publish a book, "A Guide to Christian Living, The Power Within."

The book, he says, would guide Christians through the Bible and equip them with the tools to live victoriously. ♦

MORE LORI SHIELDS PLANNING FOR TRIAL SUCCESS

LORI SHIELDS IS VP, DATA OPERATIONS, AT MEDIDATA SOLUTIONS, WHERE SHE OVERSEES TRIAL PLANNING OPERATIONS. SHE JOINED MEDIDATA IN 2001, AND HAS SERVED IN A SERIES OF ROLES,

INCLUDING DATA COORDINATOR, APPLICATION SUPPORT MANAGER, AND DIRECTOR OF CLIENT SERVICES.

Ms. Shields already has a litany of industry-changing accomplishments to her credit, including a budget negotiating tool, devising a new way for sponsors to calculate the complexity of a study, and determining site work effort based on a new metric.

Her next mission is to make use of available industry metadata to develop tools to better forecast feasibility with regard to patient avail-

GETTING PERSONAL WITH LORI SHIELDS

FAMILY: Husband; three sons, 15, 13, 12

HOBBIES: Gardening, herbology, reading Civil War history, doing needlework, doing yoga

GIVING BACK: American Red Cross

BUCKET LIST: See the northern lights in Alaska, visit Egypt and Greece

INSPIRATION: There is something unique about everyone

LIFE LESSONS: Failure is not an option

A LITTLE-KNOWN FACT: She received a full scholarship for an electrical engineering school

UNDER THE CLOAK OF INVISIBILITY: Roam a museum

ability and tolerance, successful statistical plans, and site performance and satisfaction.

She is creative, always working to find a great solution to an unsolvable problem. Ms. Shields enjoys many forms of art and is inter-

ested in hearing all facets of a story to find new ways to implement ideas.

Ms. Shields speaks at a wide range of industry events, including MAGI's annual clinical research conferences and CBI's Forecasting and Budgeting for Global Clinical Trials Conference. She is known for her willingness to share her range of knowledge and experience in the field. Her expertise in database management and dedication to the needs and goals of clinical trial sponsors around the world has led to her being recognized as an industry leader.

On a more personal level, Ms. Shields' dedication to all aspects of healthcare is truly admirable, including personal donations and passionate advocacy for The American Red Cross, and volunteering at Junior Achievement with her three sons, ages 12, 13, and 15.

Before joining Medidata, Ms. Shields was with LOTTOpeople Inc., publisher of LOTTOpeople magazine. She also has had positions at TV Guide Inc. and TVSM Inc. ♦

MORE ANDY SMITH CREATIVE INNOVATION

WITH A UNIQUE VIEW OF THE INDUSTRY, PALIO'S EXECUTIVE VP, MANAGING DIRECTOR OF GLOBAL OPERATIONS, ANDY SMITH IDENTIFIES A NUMBER OF CHALLENGES, ASIDE FROM THE CURRENT GLOBAL

ECONOMIC CRISIS, THAT ARE IMPACTING NOT ONLY THE ADVERTISING FIELD BUT HOW COMPANIES OPERATE.

He believes the following are having a detrimental impact: fewer FDA approvals and more frequent delays, which lead to less visibility and reliability in business models; company restrictions, making it more difficult to sell innovative or new ideas without showing the ROI up front; and risk aversion as more and more companies are tiptoeing around new ideas and technologies, when, realistically, the pharma industry could and should be embracing the digital environment a lot more than it currently is.

Mr. Smith believes that cost constraints and access will force companies to differentiate themselves in the marketplace, and new products will find it increasingly difficult to compete when there are limited benefits and little-to-no data to support their use.

Global clients have benefited from Mr. Smith's insights.

Closer to home, he developed and built a secure central resource at Palio for all approved imagery, graphic files, retouched files, along with a comprehensive image library, including master contact sheets from global photo shoots.

The extranet site allows Palio's global partners to build their own campaigns using globally approved elements, removing the need for

files to be transferred or discs being sent around the world. This not only provides them with instant access, but helps save time and money.

Mr. Smith's innovative and entrepreneurial style were apparent when he co-founded the advertising agency St. Luke's, which was a huge highlight in his career. According to Mr. Smith, St. Luke's was unique because it was a restructured company that worked in a conventional way and challenged the industry to work differently.

The agency was selected to be promoted within an exhibition outside Buckingham Palace, the Queen's residence, called "Cool Britannia."

The exhibition, hosted by the Prime Minister and the Royal Family as they entertained country leaders and officials throughout the year, highlighted and showcased the most innovative companies in Great Britain. The pressure was huge. He and his colleagues had six weeks and zero budget to create an exhibit that brought St. Luke's and its brand alive. As Mr. Smith puts it when the Queen tells you she wants innovation, it needs to be innovative. It was an extremely difficult time, he says.

With a strong level of ambition, Mr. Smith constantly sets goals both personal and professional.

On a lighter note, these days he's trying to reengage with the gym, which he has found gets more difficult for some reason.

A huge soccer fan, or football as it is called in his homeland, the United Kingdom, there have even been rumors that he played semi-professional football, which he neither confirms nor denies, but the question always brings a grin.

Now in the United States, he has adopted the Philadelphia Eagles as his favorite grid-

GETTING PERSONAL WITH ANDY SMITH

HOBBIES: Soccer, being outside, hiking, art, design

GIVING BACK: Double H Hole, GRACE (Giving Relief and Care to the Elderly), Medical Missions for Children

BUCKET LIST: Own a lighthouse on the Mediterranean coast

INSPIRATION: Family

TOP IPOD DOWNLOADS: Johnny Cash, Dave Matthews, Prodigy

SCREENSAVER: Swiss Alps

MOST UNUSUAL PLACE VISITED: Niagara Falls

LIFE LESSONS: He who dares, wins

A LITTLE-KNOWN FACT: He won a karaoke contest singing Stand by Your Man

iron team. And even in sport, he's all for a little risk taking. He's the one person who would walk into a New York bar filled with die-hard Yankees fans and proudly share his loyalty to the Boston Red Sox. Some of his colleagues ponder: fearless, rebellious, or just a little crazy.

Mr. Smith joined Palio as director of traffic and logistics in 2002 and was promoted to VP, director of project management and logistics, in 2003 and in 2004 became senior VP, director of operations, rising to senior VP, director of global operations in 2006.

Before joining Palio, Mr. Smith was executive VP, managing director, of Weiss Stagliano & Partners. Before that he was operations director at Delaney Fletcher Bozell.

From 1991 to 1998, he was with St. Luke's, where he was part of a management buy out from Chiat/Day and Omnicom. From 1988 to 1990 he was with Waldron Allen Henry & Thompson, having started out in advertising with Yellowhammer as a production assistant in 1987. ♦

MORE OLIVIER CHATEAU DEVELOPING E-SOLUTIONS

BY APPLYING STRATEGIC CUSTOMER INSIGHTS TO E-BASED SOLUTIONS AND TACTICS, OLIVIER CHATEAU, DIRECTOR CONSUMER MARKETING, DIABETES FRANCHISE, AT

GLAXOSMITHKLINE, HAS BEEN ABLE TO DRIVE OUTCOMES THAT HAVE DELIVERED VALUE TO PATIENTS AND PHYSICIANS.

In his nine years at GSK in ascending and innovative marketing roles he has been an Internet pioneer, developing groundbreaking online outreach programs for healthcare providers for various anti-infective products.

Mr. Chateau is a leader in search engine advertising, as well as site and campaign optimization tactics within GSK.

With deep consumer insight expertise, he was instrumental in developing the unbranded cravingconverter program, which is also available online at cravingconverter.com. ♦

GETTING PERSONAL WITH OLIVIER CHATEAU

FAMILY: Wife

HOBBIES: Playing squash, golfing, traveling

TOP IPOD DOWNLOADS: French News Podcast, Black-Eyed Peas, Coldplay

MOST UNUSUAL PLACE VISITED: A Ryokan (traditional Japanese inn), Kyoto, Japan

LIFE LESSONS: Anything is possible as long as you work hard for it

A LITTLE-KNOWN FACT: Participated in first golf tournament at 12

MORE DR. MICHELLE DIPP CREATING DIFFERENTIATED MEDICINES

MICHELLE DIPP, M.D., PH.D., IS VP AND HEAD OF U.S. CENTRE OF EXCELLENCE FOR EXTERNAL DRUG DISCOVERY (CEEDD), A GSK INITIATIVE. THIS ROLE EMANATED FROM GSK'S

PURCHASE OF SIRTRIS AND ITS SIRTUIN PATHWAY TECHNOLOGY, AN ACQUISITION THAT SHE HELPED ORCHESTRATE.

The new entity is an ideal fit for Dr. Dipp because she can keep her finger on the pulse of emerging pharmaceutical developments. She is also charged with deal-making and relationship-building, which she has proven herself quite adept at handling.

Dr. Dipp has managed the move from a small start-up to being part of a large organization seamlessly by using her scientific knowledge and business acumen to navigate the complexities with self-assurance.

She says the biggest challenge for the industry today is dealing with economic contraction. Nevertheless, she maintains that great companies will continue to emerge and innovative technologies that have the potential to develop into differentiated medicines will still get funding. She strongly believes in the importance of fostering innovation to create differentiated medicines.

Before her role at CEEDD, Dr. Dipp served as the VP of corporate development at Sirtris.

Dr. Dipp is an inspiration to those not only in the healthcare field, but in the business

world at large because of her determination, focus, and the impact of her work on the industry. What makes all this even more astonishing is Dr. Dipp's youth: she has accomplished all this at the age of 32.

Before joining Sirtris as a founding employee, Dr. Dipp worked in healthcare private equity at The Wellcome Trust, London. She did her post-doctoral research in the departments of Pharmacology and Cardiothoracic Surgery, John Radcliffe Hospital, Oxford. She holds an M.D. and a Ph.D. in pulmonary physiology from the University of Oxford. She has published several papers in peer-reviewed journals in the pulmonary field.

In 2008, Dr. Dipp received the Stevie Award for Women in Business in the category of Best Executive of a Non-Services Business under 100 employees, and the Tech Deal-maker of the Year Award in the category of Life Sciences Mergers and Acquisitions.

Added to all of this is her commitment to charity and community. Growing up on the border of Mexico, Dr. Dipp and her family have been involved in multiple organizations that serve the local, underprivileged areas; she learned at an early age the impact that each person can have on the broader community.

She is a member of the Research Strategy Committee of the Beth Israel Deaconess Medical Center in Boston, where she is eager to use her background and knowledge of the industry to potentially make a substantial contribution to the organization and patients.

She is also involved in the City on a Hill Charter School in Roxbury, Mass. She is a

GETTING PERSONAL WITH DR. MICHELLE DIPP

FAMILY: Parents; sister

HOBBIES: Dancing ballet, rowing, cooking, art, opera

GIVING BACK: Organizations serving the underprivileged, Beth Israel Deaconess Medical Center, City on a Hill Charter School

BUCKET LIST: Go to cooking school, learn German and Chinese, go to a game park in Africa, get pilot's license, watch Federer in a Wimbledon finals match, watch a Moscow ballet performance, start a nonprofit that supports local biotechs

INSPIRATION: Mother

TOP IPOD DOWNLOADS: The Wings by Gustavo Santaolalla, Lenny Kravitz, Frank Sinatra, Chopin

MOST UNUSUAL PLACE VISITED: Church in Morelia, Michoacan, Mexico

LIFE LESSONS: You can do it if you try

A LITTLE-KNOWN FACT: She is a semiprofessional ballet dancer

UNDER THE CLOAK OF INVISIBILITY: Go to a game park in Africa

huge supporter of education for children and a believer, in particular, in the education that charter schools provide.

While living in the United Kingdom, Dr. Dipp taught ballet and rowing to underprivileged children through Kids Enjoy Exercise Now (KEEN) and helped start Doctors for Africa, a nonprofit organization.

And she encourages philanthropy in the workplace. At Sirtris, she has been an advocate for the company's support of the American Diabetes Association chapter in Boston. As a result, Sirtris is now a corporate sponsor of the Step Out: Walk to Fight Diabetes in Boston and will organize a team to participate in the walk this fall. ♦

MORE KARLA STRICKER ANDERSON SEEING THE WHOLE PICTURE

AS THIS ISSUE WAS GOING TO PRESS, KARLA STRICKER ANDERSON WAS ON THE MOVE, HAVING JUST ACCEPTED A NEW POSITION AS MANAGING DIRECTOR AT PRICEWATERHOUSECOOPERS.

Most recently, she was managing director at BearingPoint. In this role, she was responsible for driving solution development, business development, thought leadership, client management, team development, and client delivery across the life-sciences industry with a focus on sales, marketing, medical affairs, and late-stage product development.

Ms. Anderson has a knack for putting her team and clients at ease during the most

stressful times that occur in every project, while her genuine excitement for her work and her can-do attitude are contagious among her team members and her clients. For Ms. Anderson, building and leading high-performance teams that bring value to clients and the industry in general is what the business is all about.

A nationally recognized speaker, she addresses a host of areas, including product reimbursement, specialty pharmaceuticals, new customer and market interaction models, private and public payers, healthcare compliance, and demonstrating the value of prescription drugs and medical devices within a challenging healthcare environment.

Before BearingPoint she was senior practice leader, life sciences, at Constella Health Strategies.

Ms. Anderson has a clinical background,

GETTING PERSONAL WITH KARLA STRICKER ANDERSON

FAMILY: Husband, Chip Anderson; three daughters, Haley, Paige, Macy

HOBBIES: Playing and watching sports

INSPIRATION: Family, friends, clients, colleagues

LIFE LESSONS: Be present and then move it forward

broad healthcare system knowledge, and significant experience in sales and marketing management. She worked at Corum Healthcare in several roles, including VP of marketing and VP of operations.

She started her career at McGaw Inc., a manufacturer of intravenous solutions, parenteral and enteral nutrition and medical devices, initially as a nutrition solutions sales representative and ultimately rising to the position of VP of sales. ♦

MORE **FREDERICK FOARD** PROFESSOR FOARD

BOTH IN AND OUTSIDE THE WORKPLACE, FRED FOARD EPITOMIZES PASSION, DEDICATION, HONESTY, AND HARD WORK. MR. FOARD, EXECUTIVE VP, STRATEGIC INSIGHTS, IS NOT ONLY A

DEDICATED MEMBER OF THE CMI TEAM AND ACTIVE PLAYER IN THE INDUSTRY, HE IS ALSO PASSIONATE ABOUT THE SUCCESS OF HIS CLIENTS AND COLLEAGUES.

Mr. Foard is a mentor to many inside the organization and beyond. Colleagues affectionately call him Professor and rely on him as a knowledgeable, insightful mentor, and say he is a joy to work with. He is always interested in teaching, and he takes time to listen and makes himself available for consultation.

Nearing retirement, Mr. Foard says he wants to spend much of his remaining years in the industry teaching others and passing on his experiences.

His penchant for mentoring extends outside CMI's doors. He is the acting/interim

superintendent and board member for the Martin Luther Christian School in Pennsauken, N.J., and has been an active member of two fraternities that engage in scholarship and mentoring support for at-risk youth, Omega Psi Phi and Sigma Pi Phi.

In addition to his strategic role at CMI, he heads up a Center of Excellence within the company that provides promotional strategy and insight development consulting to clients and informs CMI's media planning process. Previously, Mr. Foard oversaw CMI's media planning consulting services.

Before joining CMI, Mr. Foard was founder and CEO of Advanced Communications Strategies Inc., a medical publishing and healthcare marketing communications firm. In that capacity, he originated and served as publisher and as editor of the official journal of the Association of Black Cardiologists Inc. titled, ABC Digest of Urban Cardiology.

He also relaunched the international Spanish-language medical journal, *Iladiba*, in the United States and Puerto Rico.

Mr. Foard has spent almost 22 years in the pharmaceutical industry holding positions in market research, brand management, and

GETTING PERSONAL WITH FRED FOARD

FAMILY: Wife, Georgeanne; four children; seven grandchildren

HOBBIES: Reading, watching classic movies

GIVING BACK: Community Outreach programming, Omega Psi Phi and Sigma Pi Phi, fraternal organizations that mentor at-risk youth

BUCKET LIST: Teach MBA students as an adjunct professor of marketing; tour the great cities of Europe; see the Wonders of the World

INSPIRATION: Family

SCREENSAVER: Granddaughter

MOST UNUSUAL PLACE VISITED: Stockholm, Sweden

LIFE LESSONS: To thine own self be true

A LITTLE-KNOWN FACT: He is a singer of popular ballads

UNDER THE CLOAK OF INVISIBILITY: To go to the boardrooms of American corporations and into the conclaves of Congress to learn first-hand how and why key decisions are made

marketing communications at Smithkline Beecham, Warren-Teed Pharmaceuticals, Bristol-Myers, and Schering-Plough. ♦

MORE **DR. MICHAEL MCLAUGHLIN** A CAREER INFUSION

MICHAEL MCLAUGHLIN, M.D., CHIEF SCIENTIFIC OFFICER AND PARTNER OF PELOTON ADVANTAGE, A MEDICAL COMMUNICATIONS COMPANY THAT FOCUSES ON PUBLICATION PLANNING AND

MEDICAL CONTENT, MADE A BOLD MOVE ALMOST A DECADE AGO.

He shed his scrubs and donned pinstripes and entered the healthcare field as associate medical director at Interlink Healthcare Communications.

Dr. McLaughlin, with more than 10 years of clinical experience and now nine years of experience in the medical communications industry, is directing his team to enhance Peloton Advantage's reputation as a medical communications industry leader in publication planning and content development. In particular, he is focused on the company's managed care and reimbursement offering called Tempo: Building Access Through Publications.

After Interlink, Dr. McLaughlin joined Cardinal Health in 2003, where he served as director of business strategy and was subsequently promoted to VP, then senior VP, chief

scientific officer. He managed the scientific affairs division, comprising Medesta Publications Group and MES Publications, the clinical services group responsible for research support and medical education content development, and the medical direction group.

A constant mentor to his employees and an exceptional leader in his field, Dr. McLaughlin truly values diversity of thinking, styles, and approaches.

He is a role model and he is determined and honest in everything he does. He allows people to thrive by encouraging them to want more and do more, recognizes a job well done, and rewards people appropriately.

Dr. McLaughlin also gives of his time to philanthropic causes, in particular Interplast, an organization that provides free reconstructive surgery in developing nations.

He has taken two Interplast trips to La Paz, Bolivia, where he performed reconstructive hand surgery on children and lectured in Spanish about hand surgery to groups of medical students, physicians, therapists, and other healthcare professionals. The opportunity to apply his surgical skills and knowledge of a foreign language to help people was particularly rewarding for him.

Additionally, his other clinical experience

GETTING PERSONAL WITH DR. MICHAEL MCLAUGHLIN

FAMILY: Wife, Kristin; daughters, Megan, 15, Amelia, 11; Carolyn, 7

HOBBIES: Doing triathlons, creative writing, spending time with his family

GIVING BACK: Interplast, an organization providing free reconstructive surgery

BUCKET LIST: Finishing Ironman Triathlon, running a marathon on all continents

INSPIRATION: Wife

TOP IPOD DOWNLOADS: Bruce Springsteen, U2

SCREENSAVER: Daughters cutting down Christmas tree

MOST UNUSUAL PLACE VISITED: Fountain of Youth, Lake Titicaca, Bolivia

LIFE LESSONS: Many a false step is made by standing still

UNDER THE CLOAK OF INVISIBILITY: Sneak down to the front row of a Bruce Springsteen concert

includes plastic/reconstructive hand surgeon, microsurgeon with Coordinated Health Systems. He also worked at University of Utah Medical Center and Columbia-Presbyterian Medical Center. ♦



The CHANGE AGENTS

MORE JEFFREY BERKOWITZ PASSING THE BAR

SINCE MAKING THE DECISION TO LEAVE THE LAW DEPARTMENT AND TRANSITION TO A BUSINESS ROLE AT SCHERING-PLOUGH, JEFF BERKOWITZ, NOW GROUP VP, GLOBAL MARKET

ACCESS, HASN'T LOOKED BACK.

He leads a global team accountable for strategic market access and reimbursement in each region of the world, as well as a team of health economists worldwide.

Mr. Berkowitz and his team have made significant changes to the operations at Schering-Plough, for example they have built and implemented state-of-the-art Intranet-based tools, processes, and communications that have led efforts on pre- and postlaunch products and coordinated and optimized pricing and reimbursement decisions, and helped forge consensus on product launch decisions.

His team also looked outside of the company and developed one of the first key opinion leader networks in the area of market access, comparative effectiveness, and health technology assessment. As information flows more freely between countries and reimbursement becomes an increasing challenge, Mr. Berkowitz's efforts have helped Schering-Plough establish an expertise and leadership position in global market access.

His team is seen as a center of excellence within the company, whose work touches almost every department at Schering-Plough,

from global marketing, sales, finance, supply chain, and research and development.

Mr. Berkowitz has a comprehensive understanding of the payer marketplace on a global level and not only understands the payer business models but also how the decisions in these organizations are made and effected by outside influencers.

With a unique ability to work across divisions, countries, and cultures, Mr. Berkowitz has inspired and motivated people throughout the company. He can be supportive and compassionate, when appropriate, and he can also make the tough calls as needed.

Recognizing the importance of stability, Mr. Berkowitz communicates and advocates clearly with his team to ensure all staff members are kept well-informed and motivated throughout the merger between Merck and Schering-Plough.

Mr. Berkowitz takes personal interest in hiring the best people, giving them opportunities to shine, and recognizing and rewarding their successes. By setting an open and constructive team environment, Mr. Berkowitz brings the best out of people. While members of his team are truly achievement-oriented, they are also highly motivated to help one another and constructively challenge each other's thinking to be stronger together.

Mr. Berkowitz also serves on Schering-Plough's operations management team; chairs Schering-Plough's global and U.S. pricing teams; and sits on the U.S. executive team, where he is jointly accountable for U.S. performance. In 2008, he also became responsible for Diversified Products worldwide. Mr.

GETTING PERSONAL WITH JEFFREY BERKOWITZ

FAMILY: Wife; children, 12, 9, 6

HOBBIES: Traveling, skiing, hiking, coaching soccer

BUCKET LIST: Keeping pharmaceutical companies an integral part of the healthcare dialogue; traveling to every continent

INSPIRATION: Colleagues, his children

TOP IPOD DOWNLOADS: Green Day, Black Eyed Peas, Kanye West, Hannah Montana

SCREENSAVER: Son's championship soccer team

MOST UNUSUAL PLACE VISITED: Inside the walls of the Kremlin, Moscow

LIFE LESSONS: Control what you can control; how we spend our days is how we spend our lives

A LITTLE-KNOWN FACT: He worked on a Kibbutz in Israel for six months

UNDER THE CLOAK OF INVISIBILITY: Visit the Oval Office

Berkowitz is a recipient of Schering-Plough's prestigious Chairman's Award.

Mr. Berkowitz joined Schering-Plough in 1998 as senior commercial counsel in the law department, where he was promoted to legal director. He transitioned to the business side as senior director, managed care operations. He was subsequently named VP of managed care sales, a position he held until 2003. From 2003 through 2004, he held the broader role of VP, U.S. managed markets, and in 2004 became the group VP, U.S. managed markets.

Before joining Schering-Plough, he practiced healthcare law in New York and Washington, D.C. ♦

MORE DEBBIE BOTWICK A DIGITAL LOVE AFFAIR

DEBBIE BOTWICK, CHANNEL STRATEGY TEAM, DIRECTOR, TEAM LEADER, AT PFIZER, LOVES WHAT SHE DOES AND EMBRACES HER LIFE. GIVEN ANY OPPORTUNITY, SHE SAYS SHE WOULD BE RIGHT WHERE SHE IS.

Ms. Botwick draws inspiration from strong leaders she has had in her career. In particular she points to her first female boss, Donna Campanella, who gave her a break and taught her the ropes as a newcomer to the business world, and Anjana Pursnani, who she describes as a truly irreplaceable leader and who helped her see the possibilities. Ms. Campanella was at Sony Electronics, where Ms. Botwick first worked with her, and then

moved to Pfizer in 1999, crafting the company's first consumer media unit. Ms. Pursnani was most recently director and team leader of Pfizer's digital marketing team before leaving the company earlier this year.

Personally, Ms. Botwick says her son and Barack Obama are the people who inspire her. She says her biggest concern beyond the industry is the financial health of the country.

Ms. Botwick has been at Pfizer for 10 years, starting out in consumer media, initially as manager of the media team and then senior manager. She moved to digital marketing in 2003 when the unit was formed and is now leading the channel strategy team. She has been responsible for the creation of the infrastructure that enables the Pfizer portfolio to effectively deploy digital marketing strategies.

GETTING PERSONAL WITH DEBBIE BOTWICK

FAMILY: Married; son, 8

INSPIRATION: Barack Obama; her son

SCREENSAVER: Picture of her husband and son riding ATVs in the Adirondacks

LIFE LESSONS: Life is uncertain; eat dessert first

A LITTLE-KNOWN FACT: She was the captain of her college fencing team

Today as director and team leader of Pfizer's channel strategy team, Ms. Botwick is helping to evolve the way in which Pfizer communicates with physicians, providing customized information when, where, and how they seek communications. ♦

MORE THOMAS GUNNING RAISING THE BAR

THOMAS GUNNING IS THE VP AND GENERAL COUNSEL OF EMD SERONO AS WELL AS A MEMBER OF EMD SERONO EXECUTIVE COMMITTEE. PREVIOUSLY, HE WAS ASSOCIATE GENERAL

COUNSEL, REPRODUCTIVE HEALTH THERAPEUTIC AREA, AT THE COMPANY.

Like most top-notch lawyers, Mr. Gunning understands people and business as well as he understands the law.

With this skill-set — understanding people, business, and the law — he brings insight and an approach to business that is different from that of other lawyers.

He draws inspiration from those around him, saying he works with some of the smartest people in the industry. He is motivated by the creativity, persistence, work

ethic, and deep personnel commitment to serving patients that he witnesses daily from his colleagues.

Equally, Mr. Gunning is inspired by his children and does all he can to do the best for them.

Mr. Gunning is involved in the industry at large; he is active in PhRMA, BIO, and the Massachusetts Biotechnology Council.

Under Mr. Gunning's leadership, EMD Serono adopted a Greater Boston Legal Services' (GBLS) pro bono legal services project.

He is taking this commitment beyond the company walls and is working with other general counsels at pharmaceutical companies in Massachusetts to foster the value of pro bono work in the life sciences.

Before joining EMD Serono in 2002, Mr. Gunning was partner, business group, at Nixon Peabody LLP, a Boston-based law firm. He began with the firm in 1987 as an associate in the business group.

Mr. Gunning was admitted to the Mas-

GETTING PERSONAL WITH THOMAS GUNNING

FAMILY: Daughter, Paige, 21; son, Alex, 18

HOBBIES: Going to concerts

GIVING BACK: Greater Boston Legal Services

BUCKET LIST: Read all the good books

INSPIRATION: Clients, children

TOP IPOD DOWNLOADS: Elvis Costello, Pretenders, Ben Kweller, BB King, Tom Petty, Cat Stevens, Paul Simon, Ben Folds

MOST UNUSUAL PLACE VISITED: Cross-country road trip

LIFE LESSONS: Live!

UNDER THE CLOAK OF INVISIBILITY: Shadow a rock band

sachusetts Bar in 1987. He earned his Juris Doctor, cum laude, from Boston University School of Law in 1987 and was editor of the Law Review during that time.

He earned a B.S. in economics and B.S. in politics, magna cum laude, from Fairfield University in 1984. ♦

MORE DONNA RAMER RIGHT ON TARGET

IN EVERYTHING SHE DOES, DONNA RAMER, PRESIDENT OF STRATEGCATIONS, IS A STRAIGHT SHOOTER. HER CANDOR, CAN-DO ATTITUDE, AND STRAIGHTFORWARD APPROACH TO SOLVING MOST

ANY PROBLEM ARE VALUED BY CLIENTS AS WELL AS THE NONPROFIT ORGANIZATIONS TO WHICH SHE DEVOTES TREMENDOUS RESOURCES, INCLUDING THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION (HBA).

While she had a dearth of mentors early in her career, Ms. Ramer today looks to other women in the HBA for guidance, in particular Nancy Larsen, two-time past HBA president and president of PROmedica Communications, and Susan Youdovin, who holds leadership positions in the HBA and is executive VP of the healthcare division of Rosica Strategic Public Relations.

The HBA wouldn't be what or where it is today without the steadfast commitment and love that Ms. Ramer has brought to the table for more than a decade. And she has passed that on to dozens of women she has mentored over the years, many of whom have gone on to very senior positions in healthcare and communications.

During the HBA's recent reorganization, Ms. Ramer took a strategic approach to communicating the various steps to current and prospective members and corporate partners.

Her energy is indefatigable; her passion and creativity boundless, her ethical approach to making her clients accountable is beyond compare; and her belief that being in this industry is about saving lives is unwavering.

Compassionate by nature, Ms. Ramer credits having helped to establish a statewide network of support groups for people who have siblings with special needs as her career highlight.

In all she does, Ms. Ramer takes pride in her work, has a sense of humor, appreciates the absurd, and approaches any issue with ethics.

Before founding StrategCations in 2003, Ms. Ramer was managing director of the life-sciences group and a member of the executive committee at Makovsky & Company from 2000 to 2002, where she was also responsible for employee development.

From 1997 to 2000, Ms. Ramer was executive VP, health and nutraceuticals groups, at The Rowland Company. While at Rowland, she led the communications team for the FDA approval of the health claim for soy protein for Protein Technologies International and communications for a consortium of soy product manufacturers during a 20/20 (ABC-TV) investigative report. The health claim was of particular interest to consumer groups due to first Mad Cow and "Frankenfood" scares in Europe. Under her lead-

GETTING PERSONAL WITH DONNA RAMER

FAMILY: Partner, Kenneth Grounds; daughter, Elayna Sardis Kotsaftis

HOBBIES: Golfing, traveling, baking

GIVING BACK: HBA Metro Chapter, Public Relations Society of America, New York Women in Communications, Coalition for Healthcare Communication, UJA Federation of New York's Management Assistant Program for Metropolitan Council on Jewish Poverty

BUCKET LIST: To make the best seven-layer cake with mocha butter cream filling

INSPIRATION: Daughter

SCREENSAVER: Bubbles of all shapes, sizes, and colors

MOST UNUSUAL PLACE VISITED: Dingle Peninsula, Ireland

LIFE LESSONS: This, too, shall pass

A LITTLE-KNOWN FACT: She wrote a home-town gossip column about her high school's activities

ership, the program met all client goals and received a PRSA Big Apple award.

From 1995 to 1999, Ms. Ramer was account supervisor at GCI Group, where she was responsible for Johnson & Johnson's Personal Products Company; NYC Association for the Help of Retarded Children; and other healthcare and consumer product companies and nonprofit associations.

Other industry experience includes VP of Stratis KPR; managing editor of Product Resources International; and assistant account executive at Ruder Finn. ♦



The CHANGE AGENTS

MORE BRENT SAUNDERS A DELICATE BALANCE

FOR SCHERING-PLOUGH'S SENIOR VP AND PRESIDENT, CONSUMER HEALTH CARE BRENT SAUNDERS, THE BIGGEST CHALLENGE FACING THE INDUSTRY MAY BE TO FIND NEW ANSWERS TO IMPROVE

THE INCREDIBLY DELICATE BALANCE OF INNOVATION, REGULATION, AND CONSISTENT ACCESS TO HEALTHCARE FOR PEOPLE BUT FOR HIM PROFESSIONALLY THE CHALLENGE IS ALSO BALANCING THE HIGHLY COMPLEX INTEGRATION ASSOCIATED WITH THE MERGER WITH MERCK.

The planned combination involves more than 100,000 employees and will create a new company with combined revenue of more than \$40 billion and significant opportunities for the future.

Mr. Saunders credits his first industry job as chief compliance officer at Thomas Jefferson University and Health System for giving him the foundation on which he has built an extensive skill set to manage not just a complex merger but to transform Schering-Plough's Consumer Health Care business into

a unified global entity and developer of leading consumer and OTC-switch brands.

While at Thomas Jefferson University, he implemented the first comprehensive compliance program at a university-based health system.

Mr. Saunders recognizes the importance of innovation, whether in technologies or products, but also knows it's not a sure thing, nor does it magically occur. As Thomas Edison said, "Genius is 1% inspiration, and 99% perspiration."

Mr. Saunders believes nurturing innovation is just one of the challenges the industry faces. There must be appropriate incentives for taking innovative risks, otherwise progress might stall. He also believes the industry bears a responsibility to better explain — with humility — the wide and deep benefits that flow from improving an innovation incentive structure.

A second challenge is attending to regulations to ensure the industry keeps pace with and focuses on the science with strong resources, expertise, and top-level management. Regulation, he says, must evolve more flexibly to adapt to changes in innovation, industry, patients, and the public health.

Finally, Mr. Saunders says everyone must work to solve the challenge of improving access to healthcare in the United States and

GETTING PERSONAL WITH BRENT SAUNDERS

FAMILY: Wife; two daughters

GIVING BACK: Overlook Hospital Foundation, American Heart Association

BUCKET LIST: Real vacation, an opportunity to transform a company

INSPIRATION: People who shrug off adversity

LIFE LESSONS: Do what you believe is right, no matter what the short-term consequence; it will always pay off long term

A LITTLE-KNOWN FACT: He has an identical twin brother

around the world, particularly in the developing world.

In the United States, for instance, there are serious needs for solutions to end the paradox of having one of the world's wealthiest countries with tens of millions of people facing difficulty accessing quality healthcare. These challenges are part of the symbiotic whole, Mr. Saunders says, and must be considered in careful balance of each other but with fresh thinking and solutions.

Before Mr. Saunders joined Schering-Plough, he was a partner at PricewaterhouseCoopers. ♦

MORE MARY HENSLEY EVANS DEVELOPING A DIALOGUE

THE CHANGES THAT THE INDUSTRY HAS BEEN AND WILL CONTINUE TO UNDERGO SPELL EXCITEMENT FOR MARY HENSLEY EVANS AND SHE CAN IMAGINE NO BETTER PLACE TO BE OR JOB TO HAVE AS

PRESIDENT OF IMC² HEALTH AND WELLNESS DELIVERING STRATEGIC INSIGHT TO CLIENTS.

It is her mission to create a totally new paradigm to help healthcare brands engage in meaningful ongoing dialogues and relationships with consumers and other stakeholders, including managed care.

The enthusiasm Ms. Evans brings to her work is contagious, inspiring her team members and helping them to deepen their knowledge of the pharmaceutical and healthcare spaces.

She is passionate about everything she pursues both professional or personal.

Ms. Evans notes that with a 2 year old,

many hobbies, and a job she loves she has to be organized.

Before taking on her current role, she headed imc²'s pharmaceutical practice. She has helped to develop groundbreaking solutions for a number of leading healthcare companies and their brands, including Eli Lilly, Glaxo-SmithKline, Pfizer, EMD Serono, Shire, Genentech, Novartis, Barr, Ortho-Biotech, Noven, and Schering-Plough.

Before imc², Ms. Evans was president of Harte-Hanks' Interactive group, where she led the strategic planning and development of online and offline marketing programs for clients in a variety of industries.

Before that she was a senior manager with Andersen Consulting's Strategy Practice and she spent 10 years as a financial and strategic consultant with PricewaterhouseCoopers, during which time she worked and traveled extensively in Europe, Central Asia, and the former Soviet Union.

One of Ms. Evans' more light-hearted career moments involved a flight to Sarajevo. She donned a pink silk suit (with skirt) only to find out she was flying in a military transport

GETTING PERSONAL WITH MARY HENSLEY EVANS

FAMILY: Partner, Jason; daughter, Kaia, 2

HOBBIES: Rock climbing, running, motorcycling, traveling

GIVING BACK: Local food bank, local nonprofit theaters

BUCKET LIST: Travel around Southeast Asia by motorcycle, become one of the first women to complete a RallyMoto event

INSPIRATION: Mother

TOP IPOD DOWNLOADS: The Daily Show With Jon Stewart

SCREENSAVER: Daughter's picture

MOST UNUSUAL PLACE VISITED: Osh, Kyrgyzstan

LIFE LESSONS: Do one thing every day that scares you

UNDER THE CLOAK OF INVISIBILITY: Go to the Sundance Film Festival

plane that required a five-point seat belt. The Marines on the flight, she says, certainly thought it was funny. ♦

MORE JOSEPH MARTINEZ MAKING DIABETES CARE PERSONAL

JOE MARTINEZ DOES MORE IN HIS ROLE AS SENIOR MANAGED CARE LIAISON AT AMYLIN PHARMACEUTICALS THAN PROVIDE HEALTHCARE OUTCOMES SUPPORT TO NATIONAL MANAGED CARE

ACCOUNTS, GOVERNMENT AFFAIRS, MEDICARE PART-D, AND STATE MEDICAID CLIENTS.

He is also responsible for KOL development and relationship management in the healthcare outcomes area for the Mid-Atlantic region, including Washington, D.C.

As a diabetic, he personally relates to the ups and downs patients face on a daily basis, and as a natural communicator, Mr. Martinez is leading the charge to change the perception of this disease among those who influence decision making on a formulary basis.

Mr. Martinez attributes much of his success in his current role to insights he gained from two supervisors at Amylin. Amylin Regional Director Randy Brock gave him the time to get into the science of the product and the disease to truly enhance his ability to dialogue with patients and KOLs. He credits another supervisor, Chuck Yonan, for helping him to become an excellent story teller, which has enabled him to communicate messages in a meaningful and memorable way.

He is an accomplished thought leader in the metabolic syndrome arena and he is active in developing conferences for the life-sciences

GETTING PERSONAL WITH JOSEPH MARTINEZ

FAMILY: Wife, Michele; sons, 15, 17, 21

HOBBIES: Writing how-to guide books, reading, woodworking, coaching children's sports team

GIVING BACK: Queenship of Mary Church

BUCKET LIST: Visit the birthplace of St. Frances of Assisi; vacation on the beaches of Capri, Italy; photograph the sunset at Key West, Fla.

INSPIRATION: Wife

TOP IPOD DOWNLOADS: Billy Joel, Carly Simon, Carlos Santana, The Platters, Michael Jackson, Led Zepellin

SCREENSAVER: Tropical island

MOST UNUSUAL PLACE VISITED: Florida, in the middle of a hurricane

LIFE LESSONS: Trust your gut feeling, it's usually right; when you try to think and rationalize something too much, stop and see rule No. 1.

A LITTLE-KNOWN FACT: He flew an F-4 Phantom jet fighter

UNDER THE CLOAK OF INVISIBILITY: Watch the genius of da Vinci and Michelangelo; see how kids and grandkids are doing in the future

industry, particularly in the obesity and diabetes drug-development space.

Mr. Martinez was selected as a member of the Elite Speaker Circle for The Center for Business Intelligence in May 2009. This is an exclusive membership that acknowledges his exceptional contribution in presentation style and content.

Over the years, he has given many state Medicaid testimonies and been recognized for his contributions in this area, as well as for his

presentations to Pharmacy Fraternity Organizations and the Maryland Pharmacy Association.

In addition, Mr. Martinez inspires and assists colleagues in the industry to develop conferences that bring together thought leaders to share their insights and ideas and help bring new treatments to patients suffering from these conditions. And he achieves this in a way that is both fun and engaging.

Truly someone who cares for the individual, Mr. Martinez will go out of his way to help others overcome difficulties, be they professional or personal. Those who have worked with him say his greatest asset is his ability to build deep-rooted relationships with people and become a trusted ally that they can turn to for business advice and strategic direction.

Before joining Amylin, he was director, pharmaceutical services/utilization management, Medicaid Program, for the New Jersey Department of Human Services, where he managed the benefits for more than 900,000 lives and a \$1.4 billion budget.

He also provided direction during the implementation of the Medicare Part-D program in the Department of Human Services.

Other previous experience includes managed care operations manager for Medco Health Solutions and corporate director of client accounting services for Medco Containment Services.

He is a former member of the NJ Medicare SPAP (State Pharmacy Assistance Program) Transition Committee, The Hispanic Minority Advisory Council, NJAMA (NJ Association of Mental Health Agencies), and AMPAA (American Medicaid Pharmacy Administrators Association). ♦

MORE NANCY CORKUM CREATING A DIFFERENCE

AS WORLDWIDE VP, MEDICAL DEVICES AND DIAGNOSTICS, OFFICE OF COMPLIANCE, AT JOHNSON & JOHNSON, NANCY CORKUM HAS BROUGHT INNOVATION AND VISION TO GLOBAL DEVICE

COMPLIANCE, REGULATORY AND QUALITY PROCESSES IN EVERY ROLE SHE HAS HELD WITHIN THE COMPANY'S REGULATORY AND COMPLIANCE DIVISIONS.

In her current role, she is responsible for governance and compliance oversight in HCC, FCPA, privacy, quality, EH&S, and regulatory

for the Comprehensive Care and Surgical Care Groups at J&J.

Ms. Corkum has led regulatory affairs and quality assurance groups, and she has served as a VP and general manager for several different J&J operating companies.

Ms. Corkum genuinely cares about the people whom she leads, and she takes time to help them to grow and develop as professionals and to explore their interests.

She embodies the J&J credo, which challenges employees to put the needs and well-being of the people it serves first.

She gives back to the community by mentoring young women and men in business as well as more junior employees within the J&J community.

Before assuming her current role, she also has served as VP, global supply chain, at Ortho

GETTING PERSONAL WITH NANCY CORKUM

FAMILY: Parents, Jean and Burt Corkum; brothers, Burt and Brian; sister, Jane

HOBBIES: Golfing, playing tennis, exercising

GIVING BACK: FACT – AIDS Foundation

BUCKET LIST: Travel the U.S. in a Winnebago, visit Tuscany

INSPIRATION: Parents

TOP IPOD DOWNLOADS: Motown, R&B

SCREENSAVER: Home, vacation photos, pets

MOST UNUSUAL PLACE VISITED: Walled City, Chester, U.K.

LIFE LESSONS: Treat others as you want to be treated

A LITTLE-KNOWN FACT: She loves hot dogs

UNDER THE CLOAK OF INVISIBILITY: Visit the Oval Office

Clinical Diagnostics, a J&J company. ♦



The CHANGE AGENTS

MORE SHAUN URBAN MANAGING MARKETS

SHAUN URBAN, PRESIDENT OF SOLARA AND VALOS, THE MANAGED CARE MARKETING DIVISIONS WITHIN COMMONHEALTH, IS HELPING SHAPE THE TYPES AND MEANS BY WHICH TO DELIVER

CUSTOMER SOLUTIONS.

He is tireless in his determination to ensure his agencies are operationally sound, exciting places to work in, and offer strategic solutions to their client base.

He is able to draw on his broad marketing insights from his background in pharma as well as his deep understanding of employer groups, health plans, pharmacy benefit management providers, Medicare, Medicaid, long-term care, Veteran Affairs, Department of Defense, medical groups, specialty pharmacy, and trade. Mr. Urban has shown excellent judgment and thoughtful leadership in creating solutions that truly represent win-win solutions between multiple healthcare stakeholders.

He sees as a real breakthrough for the industry the fact that it is finally placing emphasis on the importance of access and reimbursement as a means to the commercial success of a brand. The next step, he believes, must be to strive to change the mindset of those who perceive the industry in a negative

light and to help them see pharma companies as responsible and vital contributors in the healthcare arena.

As a leader, he inspires his employees to continuously raise the bar and educates them on the ins and outs of managed care marketing. And he encourages individual personal growth on a daily basis through outstanding leadership and compassionate management. An example of his thoughtful leadership was after the launch of Valos, when he gave each employee of the new company a potted plant to represent growth, in both their personal lives and careers.

Since joining CommonHealth in 2004, Mr. Urban has diversified the agency's service offerings to include strategic consulting, advertising and promotion, live meetings and events, and market research. Before joining CommonHealth, Mr. Urban spent eight years on the client side at both Novartis Pharmaceuticals and Schering-Plough in a variety of managed care, marketing, and sales leadership roles.

During his most recent tenure at Novartis, Mr. Urban led all managed care marketing efforts for the cardiovascular franchise. Other roles at Novartis included directing the medical group marketing efforts within the customer marketing department, including the development and implementation of EBM treatment guidelines for irritable bowel syndrome within this customer segment.

GETTING PERSONAL WITH SHAUN URBAN

FAMILY: Wife, Paige

HOBBIES: Golfing, cooking, traveling, music

GIVING BACK: American Heart Association

BUCKET LIST: Play golf at Augusta National, own a vacation home on the beach

INSPIRATION: Colleagues

TOP IPOD DOWNLOADS: Amos Lee, Sugarland, Keith Urban, John Mayer, Maroon 5, Jason Mraz

MOST UNUSUAL PLACE VISITED: Tortola, British Virgin Islands

LIFE LESSONS: Be optimistic, stay positive, and live life each day like it is your last

UNDER THE CLOAK OF INVISIBILITY: Visit the White House

While at Schering-Plough, Mr. Urban built the foundation of his managed care and marketing knowledge as a regional and national account manager, and as a product manager on the Claritin marketing team.

As an account manager, Mr. Urban was responsible for negotiating and pulling-through contracts for all Schering-Plough products.

As a product manager, he oversaw the launch of Claritin RediTabs and was responsible for all life-cycle management strategies across the franchise. ♦

MORE FABIO GRATTON DIGITAL MAGIC

FABIO GRATTON IS COFOUNDER AND CHIEF INNOVATION OFFICER OF IGNITE HEALTH, WHICH WAS ACQUIRED BY INVENTIV HEALTH IN 2007.

Mr. Gratton has been working in the "digital pharma" industry since 1996, when his first job was writing, designing, and programming the corporate Website for his father's biotech business based in Champaign Urbana, Ill.

Subsequently, he has garnered respect throughout the industry, and top managers turn to him for advice on key matters involving digital marketing.

Mr. Gratton sits on several e-governance councils at some of the top 10 pharmaceutical companies. He helps senior executives and brand managers develop strategies that lever-

age new and emerging technologies to connect with their customers. The big challenge he faces right now is helping these companies develop their social media policies.

His accomplishments have gained respect throughout the industry, and his award-winning digital media programs leave him with little doubt that he made the right move to leave his film career and pursue healthcare marketing.

One of the industry's worst kept secrets is that Mr. Gratton started his film career as Tom Cruise's personal assistant. Mr. Gratton then went on to work as a screenwriter for several major Hollywood studios, before eventually channeling his passion for storytelling and technology to the medical marketing industry where he believes his knowledge of technology, his understanding of healthcare, and his passion for helping people can have the biggest impact. ♦

GETTING TO KNOW FABIO GRATTON

FAMILY: Father, Enrico Gratton; mother, Maria Pia Innocenzi; brother, Claudio Gratton; sister, Valentina Gratton

HOBBIES: Watching, playing soccer, traveling, wine-tasting, watching movies

BUCKET LIST: Visit Australia, Vietnam, Thailand

INSPIRATION: Bono

TOP IPOD DOWNLOADS: Blue October, Lilly Allen, Muse, Eminem, Arcade Fire, Maroon 5, Dashboard Confessionals, George Michael, Keane, Kanye West

SCREENSAVER: Blue

MOST UNUSUAL PLACE VISITED: Hearst Castle

LIFE LESSONS: Follow your heart, and everything else will follow; fight hard, without fear; do not go gentle into that good night; and fail forward — as fast as humanly possible

A LITTLE-KNOWN FACT: He came to the United States when he was 6

MORE COLLEEN ADAMS MAKING A CASE

COLLEEN ADAMS IS SENIOR TRADEMARK ANALYST AT WYETH, WHERE SHE PROVIDES SUPPORT TO ASSOCIATE GENERAL COUNSEL AND TRADEMARK AND COPYRIGHT COUNSELS ON MATTERS

PERTAINING TO A DIVERSE RANGE OF COMPLEX TRADEMARK ISSUES INCLUDING DOMAIN NAMES, COUNTERFEIT, COPYRIGHT, AND INFRINGEMENTS.

In addition, Ms. Adams does extensive pro bono work relating to corporate law, social security disability, and trademark related cases.

Having faced challenges in her own life, Ms. Adams is inspired and humbled by the fortitude of anyone who faces personal adversity and yet refuses to give up. In her own life, her 9 year-old-son gives her purpose and strength when she feels like throwing in the towel.

One of the biggest challenges within the industry, she says, is the recent mergers and acquisition activity among New Jersey-based pharmaceutical companies. The impact of these events has been immense on her person-

GETTING PERSONAL WITH COLLEEN ADAMS

FAMILY: Husband, John; son, Zachary, 9

HOBBIES: Working out, reading, shopping

GIVING BACK: Mesothelioma Applied Research Foundation, American Cancer Society

BUCKET LIST: Tour Ireland, learn how to surf and snowboard, take piano lessons, learn to speak Spanish, take her mother to the Bahamas, go back to Hawaii, attend more Miami Dolphins' home games, attend as many U2 concerts as possible

INSPIRATION: People who face personal adversity, fears, and challenges; son

TOP IPOD DOWNLOADS: U2, Green Day, Linkin Park, Kings of Leon, The Script

SCREENSAVER: A tropical island

MOST UNUSUAL PLACE VISITED: Volcanoes, Big Island, Hawaii

LIFE LESSONS: Stop worrying and let it go; don't focus on things that are beyond your control

A LITTLE-KNOWN FACT: Avid football fan and loves the Miami Dolphins

UNDER THE CLOAK OF INVISIBILITY: Visit the White House; go on stage with U2

ally and professionally as well as on loved ones and colleagues. However, while change requires difficult decisions and adjustments, she notes that it also creates opportunities and growth. And she believes it's important to maintain a positive attitude and a willingness to embrace something different.

Before joining Wyeth, Ms. Adams was senior trademark paralegal at AT&T Corp. Other positions have included trademark and patent paralegal at Norris, McLaughlin & Marcus, and trademark paralegal at Baker & Rannells.

Going forward, she would like to enhance her skills as a team leader, manager, and mentor.

Always shirking complacency, Ms. Adams says she likes to be continuously challenged and to challenge those around her. For example, she is considering going back to school to learn Spanish or obtain her teaching certification.

Above all, Ms. Adams says she approaches life and work with a fun-loving attitude and a smile, saying no matter what, life is too short to take things so seriously. ♦

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