

# PharmaVOICE

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## The PharmaVOICE 100: 2009

PharmaVOICE is honored to bring you its fifth annual special issue celebrating 100 of the most inspiring individuals in the life-sciences industry. This issue, which is called the feel-good issue of the year, is packed with in-depth profiles showcasing the industry's best and brightest. And who couldn't use a little good news right about now?

This issue celebrates the men and women of the industry who are providing much-needed inspiration and valuable motivation. Despite tough economic times, changing market landscapes, and volatile business conditions these industry leaders are setting a gold standard for corporate leadership, cutting-edge research and development, forward-thinking technology solutions, out-of-the-box creative executions and marketing strategies, exemplary career development training processes, and skillful alliance management.

We want to thank all of our readers who took time out of their busy schedules to nominate those who have made, and continue to make, a difference in their careers for this year's PharmaVOICE 100. The quality and number of nominations received this year confirms what many of us have known for some time: this industry is driven by people of vision, who have passion, and who are tireless in their pursuit of better business, science, and processes to improve healthcare and patients' lives.

Each year the selection process becomes more difficult. With thousands of nominations to consider, our editorial team relies on not only the quantity but the quality of the submissions themselves, which provide the personal stories and accounts of what makes these individuals special. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, this year we asked our industry leaders to answer a comprehensive survey; the answers shed light on career highlights, career challenges, watershed industry moments, professional and personal mentors, etc.

On the lighter side, we also asked our honorees questions that reveal what makes them uniquely them: what other profession would they like to attempt, their dream job so to speak; what is the most unusual place they have ever visited; a little-known fact about them; the funniest thing that ever happened to them in their career; and if they had the gift of invisibility, where would they go.

These and other personal insights provided our team with a wealth of information on which to base this year's profiles. Expanded profiles necessitated more space, so to accommodate these personality rich portraits, there is exclusive bonus text found only in our online edition, which can be accessed via [www.pharmavoiced.com](http://www.pharmavoiced.com). We also have compiled a reading list that contains the books, fiction and nonfiction, from our thought leaders.

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

I hope you enjoy getting to know this distinguished group as much as we did. I want to thank our 100 for making this issue possible. We can't wait to see who makes next year's list. Submit your nominations for 2010 now!

The PharmaVOICE 100

