

# > Game CHANGERS

*Dissatisfied with the status quo, these innovative thinkers are shaking up the industry and addressing trends, positively impacting their companies, and inspiring the people they work with.*

## MAKING THE CONNECTION

**FEW PEOPLE UNDERSTAND THE URGENT NEED FOR THE INDUSTRY TO ADAPT TO THE NEW GLOBAL PARADIGM AND MAKE SIGNIFICANT CHANGES BETTER THAN PAULASH MOHSEN.**

### DID YOU KNOW?

Paulash Mohsen participated in the annual Empire State Building Run-Up, in which runners race up a total of 1,576 steps to the Observatory deck on the 86th floor.



In a series of positions at Pfizer he has been instrumental in effecting changes that respond to today's challenges.

For example, he helped the company look at ways to reconfigure its field force to adapt to the evolving pharmaceutical sales environment, incorporating strategies to manage changes in physician, managed care, and regulatory condi-

### Curious. Analytical.

**NAME:** Paulash Mohsen

**CURRENT POSITION:** VP, Multi-Channel Management, Pfizer

**EDUCATION:** MBA, Harvard Business School, 2001; M.S., Massachusetts Institute of Technology, 1996; B.S., Brown University, 1995

**DATE AND PLACE OF BIRTH:** December 1973, Canada

**FIRST JOB:** Door-to-door canvasser

**FIRST INDUSTRY-RELATED JOB:** Manufacturing associate

**DREAM JOB:** Any pursuit where changes in technology drives changes in behavior

**CONNECTED VIA:** LinkedIn and Facebook

**WORDS TO LIVE BY:** Do the right thing

PAULASH MOHSEN

Paulash Mohsen, VP of Multi-Channel Management, is not only one of the youngest stars at Pfizer, but he is also one of the company's brightest.

tions; he helped to develop new selling and resourcing models; and he helped to define the need for innovation around the U.S. commercial model, based on the future portfolio, selling environment, and current gaps.

Before his current appointment, he oversaw Pfizer's primary-care strategy unit to help the company transition from the era of blockbusters to an era of more nimble and focused commercialization strategies.

Now he's turning his insights to multi-channel management, where he is tasked with a 21st century challenge of figuring out how to effectively and efficiently reach providers in a world where they are increasingly challenged by time and cost pressures.

Right now, he says the primary method of communication with physicians is via live, face-to-face conversations. What'd he like to see is for this to be supplemented with interactions over the Internet, mobile phones, and other channels, and achieve the seamless integration across channels that consumers expect of the companies they deal with day to day.

Mr. Mohsen says the challenge the industry faces, at its core, is whether it is able to change. The challenges ahead are significant. R&D productivity is a pervasive challenge. The health-care affordability crisis — manifested by payer cost management, product commoditization, and changing provider economics — puts unprecedented pressure on the commercialization model. Increasingly informed and engaged consumers, as well as meaningful regional variations in the way healthcare is practiced, only heighten this pressure. The successful pharma companies will be the ones that can navigate this dynamic environment and change their practices to adapt successfully, he says.

As someone who is focused on change and innovation, he recognizes many defining moments in the industry, among them being 2005, which marked the peak number of field-based reps for the industry, and 2006, which saw the introduction of Medicare and a dramatic change in the federal government's position as a payer for pharmaceuticals.

For Mr. Mohsen, to make things happen it's necessary to have a broad perspective. It's an insight he gathered from a visiting CEO while he was at business school, who told him that early in his career he should get broad exposure rather than focus on functional expertise. It's what initially spurred him to go into consulting. Roles with broad exposure have helped him understand the context in which the business operates, helping him to make things happen on a daily basis. ♦



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# DR. LEO FRANCIS

## ENERGY AND IDEAS IGNITED

IT WAS APPARENT FROM THE START OF HIS CAREER THAT LEO FRANCIS, PH.D., WAS A LEADER IN THE MAKING. FROM HIS EARLY DAYS IN THE INDUSTRY, DR. FRANCIS' PROFESSIONALISM AND INEXORABLE DRIVE FOR EXCELLENCE IN ALL ASPECTS OF HIS WORK HAVE SHONETHROUGH.

His achievements have led to extraordinary progressions up the corporate ladder in different fields within the industry and in each position of increasing responsibility he has won the praise of his peers and reports through consistent displays of business success and effective leadership.

Clients and co-workers alike love working with Dr. Francis because of his positive outlook and contagious laugh, his vision, and his ability to motivate through persuasion not intimidation.

What makes Dr. Francis stand out is his willingness to make unorthodox decisions. For example, when preparing to make a critical presentation to a potential client while at a former employer, he surmised that his team wouldn't be ready on the scheduled date. Rather than leave the date in place and hope for the best, he went in person to the client and asked for a postponement. The team made the presentation at a later date and the company got the account.

His position as president of the Publicis Medical Education Group (PMEG) provides a global pulpit and access to key leaders who are infected and affected by his energy and ideas. Always on the lookout for the next frontier of medical education, his prescience and foresight have supported a surge in the use of digital technology as a key resource in globalizing medical education and advancing healthcare.

He set the goal to make PMEG a group of next-generation medical education companies that use digital technology tools for collaboration, information exchange, and knowledge transfer to optimally deliver value-added services that empower healthcare professionals and patients with knowledge, information, and awareness, ultimately creating a higher level of healthcare service and performance.

A strong proponent of the patient's role in



Dr. Leo Francis, President of Publicis Medical Education, is evangelistic in his enthusiasm and passion for developing team members to become leaders in the field.

### DID YOU KNOW?

In 2009, Dr. Leo Francis scored two of the three winning goals for his soccer team in the MCSSA state summer league championship final.



healthcare, Dr. Francis is a vocal and effective advocate for education to improve outcomes and create value. His vision for the world of medical education and his ability to articulate its importance to the health and wellness dialogue are inspiring.

For Dr. Francis, it's all about inspiring his leadership team to be better managers not only to ensure the success of the staff members they lead but to truly make a difference in healthcare. He inspires his colleagues to think about the current climate as an opportunity to improve the status quo, and his actions support his philosophy.

Dr. Francis has created focused brand development and messaging campaigns across several therapeutic areas, including cardiovascular, neurology, psychiatry, and anti-infectives. He has also published extensively in peer-reviewed scientific journals. ♦

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### Charismatic. Visionary.

**NAME:** Leo P. Francis, Ph.D.

**CURRENT POSITION:** President, Publicis Medical Education Group

**EDUCATION:** Ph.D., University of Central Lancashire; B.Sc., Bristol Polytechnic

**PLACE OF BIRTH:** Birmingham, U.K.

**FIRST JOB:** Newspaper delivery boy

**FIRST INDUSTRY-RELATED JOB:** Clinical research associate, Gensia Europe Ltd.

**DREAM JOB:** Philanthropist

**PROFESSIONAL MENTOR:** Dr. Dennis N. Joseph, former boss

**PROFESSIONAL ASSOCIATION:** Healthcare Businesswomen's Association

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

**WORDS TO LIVE BY:** Looking good, feeling good; and do what you say





# Inspired.

*Healthy Advice*® Networks congratulates Tom Campbell for being selected one of the **100 Most Inspiring People** in the Life-Sciences Industry.

His vision and innovation resulted in *PracticeWire*®, the only product that allows pharma to deliver their brand messages all day, every day to the back office where physicians work.

Put **YOUR** brand in front of doctors all day, every day with *PracticeWire*. For more information, please contact:

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# WILLIAM CIAMBRONE

## MEETING CHALLENGES HEAD-ON

**IN THE MOST DEMANDING OF CIRCUMSTANCES, BILL CIAMBRONE HAS DEMONSTRATED THAT HE IS MORE THAN UP TO THE CHALLENGE.**

As senior VP of technical operations, Mr. Ciambrone oversees the manufacturing, facilities, engineering, logistics, and quality aspects at Shire Human Genetic Therapies (HGT).

When the market faced a shortage of the only other FDA-approved treatment for Gaucher disease, the FDA asked Shire to make its drug, VPRIV (velaglucerase alfa for injection), available to patients as part of an emergency access program.

Mr. Ciambrone and his team were tasked with the opportunity and challenge of ramping up manufacturing to produce product more than 18 months ahead of schedule. Working closely with his team, Mr. Ciambrone implemented longer shifts to shorten the wait time between the different steps in the manufacturing process.

On Feb. 26, 2010, VPRIV was approved for commercial use by the FDA and today more than 700 patients worldwide are receiving the drug. Not only did Mr. Ciambrone lead the manufacturing initiative, he also played an integral part in getting a much-needed treat-

ment to patients when they needed it most.

One of his other great accomplishments has been to complete the new manufacturing plant in Lexington, Mass. Mr. Ciambrone and his team were able to get a large plant on line, on budget and on schedule, and they were also able to accelerate the timelines to respond to the needs of the business.

Mr. Ciambrone has been a celebrated member of HGT since he joined the company in 2005. His first assignment as head of QA was his most challenging, he says, because at that time the company was making the transition from a small, fledgling biotech organization to an operational company with an approved, marketed product. Over an 18-month period most of the organizational and basic processes had to be built from scratch. Mr. Ciambrone says he was fortunate to be part of a small team who transformed the company and helped build the foundation of what is now Shire HGT.

Outside of work, Mr. Ciambrone is involved with local land conservation causes, environmental protection charities, and food banks. For him it's all about basic human rights: clean air and water, local access to natural places, and the provision of food. ♦

### DID YOU KNOW?

Bill Ciambrone dressed in a chicken costume for his son's elementary school play.

Bill Ciambrone, currently Senior VP, Technical Operations, has been a celebrated member of Shire Human Genetic Therapies (HGT) since he joined the company in 2005.



### Persistent. Collaborative.

**NAME:** William (Bill) F. Ciambrone

**CURRENT POSITION:** Senior VP, Technical Operations, Shire Human Genetic Therapies

**EDUCATION:** B.A., Biology, St. Anselm College; Graduate program, Environmental Policy, Brown University

**DATE AND PLACE OF BIRTH:** January 1964, Providence, R.I.

**FIRST JOB:** Paper route

**FIRST INDUSTRY-RELATED JOB:** Quality control analyst in nuclear medicine, Mallinckrodt Medical Inc.

**DREAM JOB:** Charter fishing boat captain in the Caribbean

**PROFESSIONAL MENTORS:** Sylvie Grégoire, colleagues, and staff

**PROFESSIONAL ASSOCIATIONS:** Parenteral Drug Association, American Society for Quality, Mass Life Sciences Education Consortium, Lexington Chamber of Commerce Board of Directors

**CONNECTED VIA:** He prefers traditional forms of communication

**WORDS TO LIVE BY:** It's better to go down swinging than looking

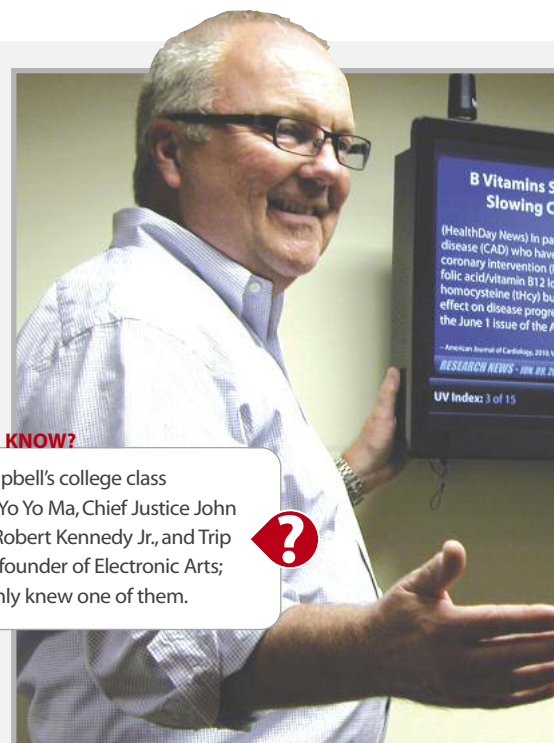
## DOWN TO THE WIRE

**THE BEST EXECUTIVES COMBINE CREATIVE GENIUS WITH DOGGED PURSUIT. IN TOM CAMPBELL'S CASE, HE SAW THE POTENTIAL OF COMBINING HEALTHCARE EDUCATION WITH CUTTING-EDGE TECHNOLOGY.**

He also recognized that access to physicians was diminishing at alarming rates. He did not believe that they no longer needed information; in fact, in a fast-paced world with new information coming out at warp speed, he knew the opposite was true. With time constraints becoming the largest stumbling block to access, he understood that there was a need for a product

### DID YOU KNOW?

Tom Campbell's college class included Yo Yo Ma, Chief Justice John Roberts, Robert Kennedy Jr., and Trip Hawkins, founder of Electronic Arts; and he only knew one of them.





# JEFF BERKOWITZ

## A UNIFIED VISION

**LESSONS IN LEADERSHIP COME IN MANY GUISES AND FOR JEFF BERKOWITZ ADOPTING OR ESCHEWING THE LESSONS OF PAST BOSSES — GOOD AND BAD — HAS HELPED HIM FORMULATE HIS OWN STYLE.**

His leadership skills came to the fore during the huge upheaval with the monolithic combination of Merck and Schering-Plough. It was an opportunity for Mr. Berkowitz, senior VP, global market access, to demonstrate his adeptness at managing change. As one of the senior executives of the newly created organization, Mr.

Berkowitz provided visionary leadership to the organization.

Colleagues from both legacy organizations united around his vision and the global market access strategy created by Mr. Berkowitz has already been adopted.

Mr. Berkowitz, a second-time PharmaVOICE 100 honoree, has inspired and motivated people throughout the organization to turn his vision into reality.

Mr. Berkowitz stands out as one of the first executives in the pharmaceutical industry to note the continuing evolution and confluence of globalization and the importance of market access, pricing, and reimbursement and the power of the payer. He also recognized that the skill sets developed in the United States were transferable on a global scale, and he was quick to capture these two growing trends in

### DID YOU KNOW?

At age 35, Jeff Berkowitz participated in an Outward Bound course.



the industry: globalization and the need to speak to the “value” of pharmaceutical products. The result was the development of a global access team at Schering-Plough. Those insights and ability to interact with powerful payers have been transferred to the combined organization.

Mr. Berkowitz says one of the biggest challenges pharmaceutical companies face is illustrating the true value of the products that the industry brings to market to assure they are accessible to the patients who need them.

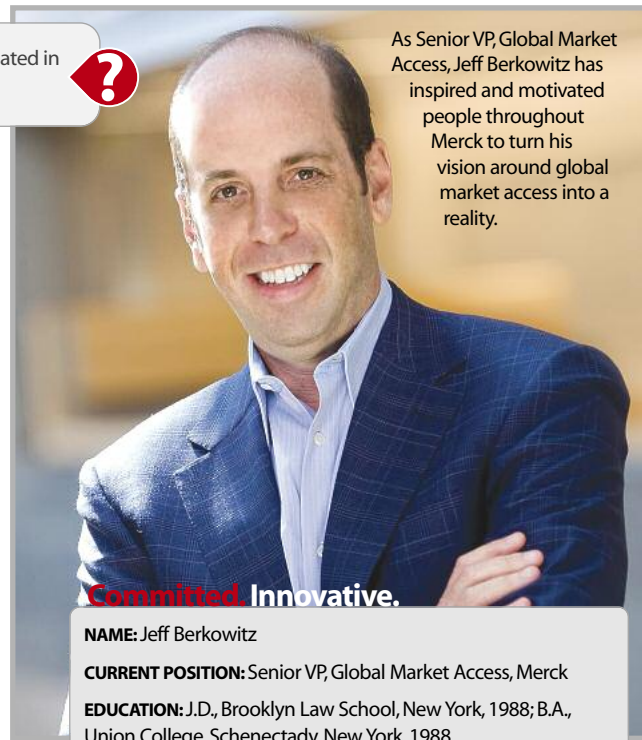
With his work in developing a global network focused on market access and reimbursement he has gone a long way to achieve that goal already.

As Merck moves forward, Mr. Berkowitz says his next major goal is to help redefine the pharmaceutical industry during this time of unprecedented and exponential change in the world.

With his ability to rally teams and his understanding of the importance of market access in a vastly changing global healthcare sphere, Mr. Berkowitz and his team continue to make an impact on the lives of patients, caregivers, and physicians around the globe.

Renowned for his integrity and ability to build long-standing relationships, Mr. Berkowitz is revered as an outstanding leader by his management, peers, employees, and customers. ♦

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As Senior VP, Global Market Access, Jeff Berkowitz has inspired and motivated people throughout Merck to turn his vision around global market access into a reality.

### Committed. Innovative.

**NAME:** Jeff Berkowitz

**CURRENT POSITION:** Senior VP, Global Market Access, Merck

**EDUCATION:** J.D., Brooklyn Law School, New York, 1988; B.A., Union College, Schenectady, New York, 1988

**DATE AND PLACE OF BIRTH:** January 1966, New York

**FIRST JOB:** Truck driver

**FIRST INDUSTRY-RELATED JOB:** Law department at Schering-Plough

**DREAM JOB:** College professor

**PROFESSIONAL MENTORS:** Every boss he's ever had, good or bad

**PROFESSIONAL ASSOCIATIONS:** International Society for Pharmacoeconomics and Outcomes Research (ISPOR); Academy of Managed Care Pharmacy (AMCP); American's Health Insurance Plans (AHIP)

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Whenever you find yourself on the side of the majority, it is time to pause and reflect: Mark Twain

Tom Campbell, Executive VP, Program Management and Development, at Healthy Advice Networks is a leader in every sense of the word and has earned the respect of his colleagues and the clients he serves.

that could deliver critical information without intruding on their time in the practice. He saw the potential of delivering information all day, every day into the physicians' back office, allowing them to access it at their convenience.

The result was PracticeWire, a device that brings the latest news and research into physicians' offices in a targeted and practice friendly format. After a two-year development process to accurately understand the challenges physicians face and to get the technology's online/offline integration and content right, the end result has received rave reviews from practices and sponsors alike.

Today, dressed in faded jeans and a casual

oxford cloth shirt, Mr. Campbell continues to define and launch real-time digital-kiosk technologies for the industry.

Those who work alongside Mr. Campbell, executive VP, program management and development, at Healthy Advice Networks say he creates a fun, challenging work environment, where breakthroughs fuel opportunity. His comfortable, quiet leadership style and love for far-out product concepts inspire others to believe in the possibility of their own ideas.

In leading teams, Mr. Campbell recognizes that it's important to remain even-keeled to build trust, and diplomatic, because building consensus among colleagues with strong opinions and personalities requires patience and thoughtfulness. ♦

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### Diplomatic. Even-Keeled.

**NAME:** Tom Campbell

**CURRENT POSITION:** Executive VP, Program Management and Development, Healthy Advice Networks

**EDUCATION:** B.A., Cum Laude, Harvard University

**DATE AND PLACE OF BIRTH:** December 1953, Chapel Hill, N.C.

**FIRST JOB:** Stockbroker

**FIRST INDUSTRY-RELATED JOB:** Business development, On Target Media

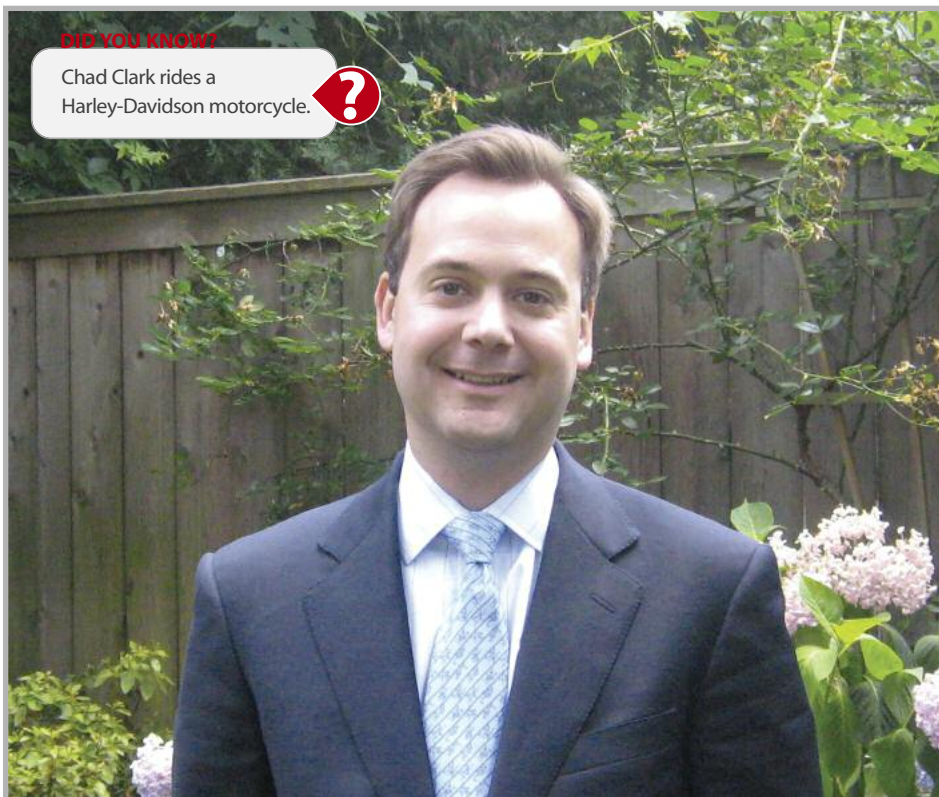
**DREAM JOB:** Professional studio drummer

**PROFESSIONAL MENTORS:** Mike McAllister, Deborah Schnell

**CONNECTED VIA:** LinkedIn and Twitter

**WORDS TO LIVE BY:** Do unto others as you would have them do unto you

TOM CAMPBELL



DID YOU KNOW?

Chad Clark rides a Harley-Davidson motorcycle.



## DOING IT RIGHT

**MAKING THE SWITCH FROM A SMALL ENTITY THAT HE FOUNDED AND OVERSAW TO LEADING LARGE TEAMS TO ACHIEVE COMMON GOALS ENTAILED OVERCOMING A LEARNING CURVE, BUT CHAD CLARK HAS THRIVED AND EXCELLED AT MEETING THE CHALLENGES IN HIS ROLE AS GENERAL MANAGER, SAFETY, EPIDEMIOLOGY, REGISTRIES AND RISK MANAGEMENT, AT UNITED BIOSOURCE CORP. (UBC).**

Mr. Clark joined UBC in 2004 through the acquisition of a safety and risk management business, DataPhase IV, which he had founded six years previously. Over the subsequent six years, Mr. Clark has learned that leading a company of 55 employees in a single office is very different from being part of team of 1,500 employees with more than 20 offices worldwide.

Over the past several years, Mr. Clark has developed and managed the activities for some of the most complex registries in the world, and he has successfully launched systems and programs throughout the United States, Canada, and Europe.

Mr. Clark says his journey has been fun, helped by UCB's entrepreneurial spirit, a strong team, and the fact that almost all of the

Chad Clark, General Manager of Safety, Epidemiology, Registries and Risk Management, at United BioSource Corp., has won the admiration and respect of his peers, the CEO and president, and those who work for him.

employees that came over from DataPhase IV have remained with UBC and continue to grow and expand their careers.

Mr. Clark got his start in a Phase I study unit, during which time he was exposed to a very diverse set of situations both around internal operations and client interactions, which provided him with valuable experience and insights into the fundamentals about business and the industry, lessons he is able to leverage today.

A focused, hardworking individual, Mr. Clark says one of the best pieces of advice he ever received was from the chairman of a major pharmaceutical company, who told him: do it right, or don't do it at all. It's a view Mr. Clark believes speaks volumes about how to approach potential business initiatives in determining overall viability.

In his six years at UBC, Mr. Clark has won the admiration and respect of his peers, the CEO and president, and those who work for him.

Beyond a busy professional and family life, Mr. Clark and his wife are involved in various organizations in the Washington, D.C., community, particularly supporting initiatives to promote economic diversity within the schools their children attend. The couple also is

## Community-Oriented. Integrity.

**NAME:** Chad Clark

**CURRENT POSITION:** General Manager of Safety, Epidemiology, Registries, and Risk Management, United BioSource Corp.

**EDUCATION:** B.S., University of North Carolina, Chapel Hill

**DATE AND PLACE OF BIRTH:** May 1975, Morgantown, W.Va.

**FIRST JOB:** Shoveling driveways

**FIRST INDUSTRY-RELATED JOB:** Patient recruitment for Phase I studies

**DREAM JOB:** Focused on current job

**PROFESSIONAL MENTORS:** Ethan Leder, Mark Clein, Patrick Lindsay, and other colleagues at UBC; his father and brother

**PROFESSIONAL ASSOCIATIONS:** DIA

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

involved in Fair Chance, a local organization committed to building the capacity of non-profit organizations that improve the lives of children and youth living in the most underserved communities in Washington, D.C. ♦

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## TEAM CHAMPION

**WITH A FLARE FOR FOSTERING TEAM SYNERGY WHILE SIMULTANEOUSLY ENCOURAGING INDIVIDUAL TEAM MEMBERS TO EXPRESS CREATIVE AND INNOVATIVE WAYS TO APPROACH A TASK, CHRISTINA FLEMING, PH.D., HAS PREPARED SEVERAL LARGE PHARMACEUTICAL COMPANIES TO TACKLE A CHANGING REGULATORY AND BUSINESS CLIMATE.**

During the course of her more than 18 years in the pharmaceutical and biotech industry, Dr. Fleming has managed and led global clinical and safety teams, consisting of up to 100 staff members.

Her success in building clinical, medical writing, and pharmacovigilance teams within five different pharmaceutical/biotech companies is something she is truly proud of and has won her recognition at Delta Pharma, where she is VP of outsourcing.

One of the biggest challenges, she says, was leading an operations team in preparation for a NDA and FDA Advisory Committee meeting and presentation.



## A FRESH APPROACH

**TAKING THE HELM AT A HEALTHCARE INFORMATION TECHNOLOGY COMPANY AFTER 25 YEARS IN THE PHARMACEUTICAL INDUSTRY WAS NO SMALL FEAT FOR ROSE CRANE.**

Yet by focusing on the power of Epocrates' brand equity, Ms. Crane seamlessly transitioned her experiences to quickly establish herself as a much-needed change agent.

What drew her to the company was the potential to make a significant impact on the everyday lives of healthcare providers.

When she arrived, the company was riding the wave of the iPhone launch as the most downloaded medical application. Rather than resting on its laurels, Ms. Crane saw the oppor-

tunity for the company to leverage the brand and build the business. To do this, Ms. Crane began by measuring the company's Freshness Index — the percentage of revenue based on new products. With a Freshness Index in the single digits, she challenged executives to identify new and existing opportunities, and accelerate development. In one year, this initiative reinvigorated the business and produced innovative services for its partners.



Taking the helm as CEO of healthcare information technology company Epocrates, after 25 years in the pharmaceutical industry, was no small feat for Rose Crane.

### Tenacious. Passionate.

**NAME:** Rose Crane

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

**EDUCATION:** MBA, Kent State University; B.A., State University of New York (SUNY) Oswego

**PLACE OF BIRTH:** Syracuse, N.Y.

**FIRST JOB:** Sales representative for Chesebrough-Pond's

**FIRST INDUSTRY-RELATED JOB:** Sales representative for E.R. Squibb & Sons

**CONNECTED VIA:** Facebook

**PROFESSIONAL ASSOCIATIONS:** Oswego College Foundation Board of Directors

The Change **AGENTS**

Pharma **VOICE**  
**100**

### DID YOU KNOW?

Rose Crane started her career in healthcare as a sales representative for E.R. Squibb & Sons in Cleveland.



Under Ms. Crane's leadership, Epocrates' Freshness Index increased 200%.

Epocrates is now launching a suite of mobile marketing services that provides pharmaceutical companies with a direct and trusted vehicle to engage with physicians, while achieving brand objectives. The company is stronger than ever and is confidently entering the electronic medical record market. Ms. Crane's business acumen and ability to stimulate action has made Epocrates a company to watch.

Persistent in the pursuit of excellence from employees, partners, and herself, Ms. Crane is consistently challenging the team to take smart risks and believes it is equally as important to celebrate successes as it is to learn from missteps.

She says she truly believes in the company's mission and embraces it with every decision she makes; leading Epocrates has been the most rewarding and most challenging assignment of her career to date. ♦

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**ROSE CRANE**

Dr. Fleming's leadership style embodies a positive attitude, a passion for people, and strong communications skills. By promoting a team atmosphere as well as a sense of individual achievement, Dr. Fleming has successfully built highly functional, motivated teams within a constantly changing work environment.

Dr. Fleming inspires her peers with her distinct communication style, high energy, and ethics. She has an innate ability to develop rapport with clients and in turn is able to translate clear project objectives and firm deliverables to her team. As a result, everyone strives to be on Dr. Fleming's team.

Having demonstrated her capabilities as a team leader, Dr. Fleming is eager to put these to even greater use by starting her own pharmaceutical consulting business someday.

Dr. Fleming says the most significant and positive change she has witnessed in the course of her career is the fact that more women are taking on senior leadership roles. ♦

### DID YOU KNOW?

In her high school band, Dr. Christina Fleming was the lead clarinet player and drum majorette.



Dr. Christina Fleming, VP of Outsourcing at Delta Pharma, has successfully built functional, motivated teams amid constantly changing work environments.

### Academic. Fun-Loving.

**NAME:** Christina Fleming, Ph.D.

**CURRENT POSITION:** VP, Outsourcing, Delta Pharma

**EDUCATION:** Ph.D., University of Illinois, Chicago, 1996; B.S., Saint Mary's College, Notre Dame, 1990

**DATE AND PLACE OF BIRTH:** May 1968, Joliet, Ill.

**FIRST JOBS:** Medical records clerk, phlebotomist/lab assistant, assistant deputy coroner

**FIRST INDUSTRY-RELATED JOB:** Scientist, Scirex Corp.

**DREAM JOB:** College instructor

**PROFESSIONAL ASSOCIATIONS:** Tri-Beta Biological Honor Society; Kappa Gamma Pi Honor Society; Sigma Xi Scientific Research Society; Phi Kappa Phi; Rho Chi Pharmacy Honor Society; American Medical Writers Association; DIA

**CONNECTED VIA:** LinkedIn and Plaxo

**WORDS TO LIVE BY:** Take time to smell the roses

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**DR. CHRISTINA FLEMING**



## A REAL-WORLD PERSPECTIVE

**A PIONEER OF INNOVATIVE PATIENT REGISTRY CONCEPTS, JEFF TROTTER HAS BEEN MAKING A DIFFERENCE FOR CLIENTS, COLLEAGUES, AND PATIENTS FOR MORE THAN 25 YEARS.**

The company he founded and subsequently sold, Ovation Research Group, was one of the first CROs focused exclusively on post-approval outcomes research.

Few in the area of clinical research have a clearer grasp of the challenges associated with conducting non-traditional Phase IV research projects, or the opportunities such studies present, than Mr. Trotter.

He has an unrivaled skill for developing creative study designs for assessing not merely the effectiveness of newly approved products, but their value in a real-world clinical setting.

Mr. Trotter considers improving the industry's understanding and application of real

world observational research a personal cause. He understands that the conditions under which products are examined for regulatory approval are rarely the conditions under which they'll actually be used. As a result, he believes it is all the more important to conduct "real world" postapproval studies, particularly in view of the call for comparative effectiveness data.

One of the hurdles to this is a general lack of comfort in most sectors of the industry with observational research, the type of studies that can generate critical information on real world safety and value — clinical, economic, and humanistic. He says the most successful companies have refined processes for designing and undertaking observational research that include unprecedented levels of internal and external multidisciplinary collaboration, reflecting the recognition that real-world studies are a different animal.

In response, Mr. Trotter has recently made available results from the third in a series of

informative surveys on observational research, investigating the issues underlying the misperception of and challenges in undertaking observational studies.

His role as executive VP, Phase IV development at PharmaNet enables him to leverage all of his past experiences — and avoid repeating most of the mistakes — and he is finding the opportunity highly rewarding.

His biggest career highlight was the privilege and challenge of having started and run Ovation Research Group for 17 years.

He has a strong sense of pride and satisfaction from having served clients with distinction while providing an enriching work environment.

Even after many years in the industry, Mr. Trotter remains motivated and excited by his work, and he considers himself lucky to still be doing what he has been doing for 25 years. ♦

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MICHAEL AGARD

**DID YOU KNOW?**

Michael Agard rowed on his high school crew team.



Michael Agard, Associate Director of Quantitative Operations at Sanofi-Aventis US, is a true innovator, a great boss, a wonderful mentor, and a fulfiller of corporate and department goals.

## QUALITY DRIVER

**OVER A 27-YEAR CAREER WITH WHAT IS NOW SANOFI-AVENTIS, MICHAEL AGARD HAS IMPROVED THE QUALITY AND EFFICIENCY OF OPERATIONS IN FOUR SEPARATE AREAS: PHARMACEUTICAL SCIENCES, CLINICAL PACKAGING AND LABELING, CLINICAL DATA MANAGEMENT, AND CLINICAL TRIAL OPERATIONS.**

While acting as a liaison between the corporate function in charge of clinical collaboration and his clinical research department, Mr. Agard quietly and single-handedly pushed the cultural change within the U.S. clinical unit and put in place systems to transition the teams and help them adapt with the limited available tools.

It was one of the most challenging tasks Mr. Agard undertook. When he started with the group they had one CTMS system that had not been fully implemented. With Mr. Agard leading the project, the team put into place several new systems over five years, which improved the quality and efficiency of the monitoring team. His team trained a remote staff as well as clinical site personnel to work effectively with the new tools and processes.

Collaboration is more important in today's changing climate, and pharmaceutical companies need to learn how to integrate information from a variety of sources — healthcare providers, biotech companies, CROs, sponsors, and regulatory agencies — to improve knowl-

edge and to work smarter not harder. The patient's health needs to be at the forefront of the decision-making process, he maintains.

A curious and creative leader, Mr. Agard loves learning new skills and applying them creatively to solve problems.

Those who have worked with him describe Mr. Agard as a true innovator, a great boss, a wonderful mentor, and a fulfiller of corporate and department goals. ♦

**Curious. Creative.**

**NAME:** Michael Agard

**FORMER POSITION:** Associate Director of Quantitative Operations, Sanofi-Aventis US

**EDUCATION:** Master of Leadership Development, Pennsylvania State University, 2009; B.S., University of Connecticut, 1981

**DATE AND PLACE OF BIRTH:** November 1957, Springfield, Mass.

**FIRST JOB:** Pharmacist

**DREAM JOBS:** Professor, website designer, or instructional designer for e-learning materials

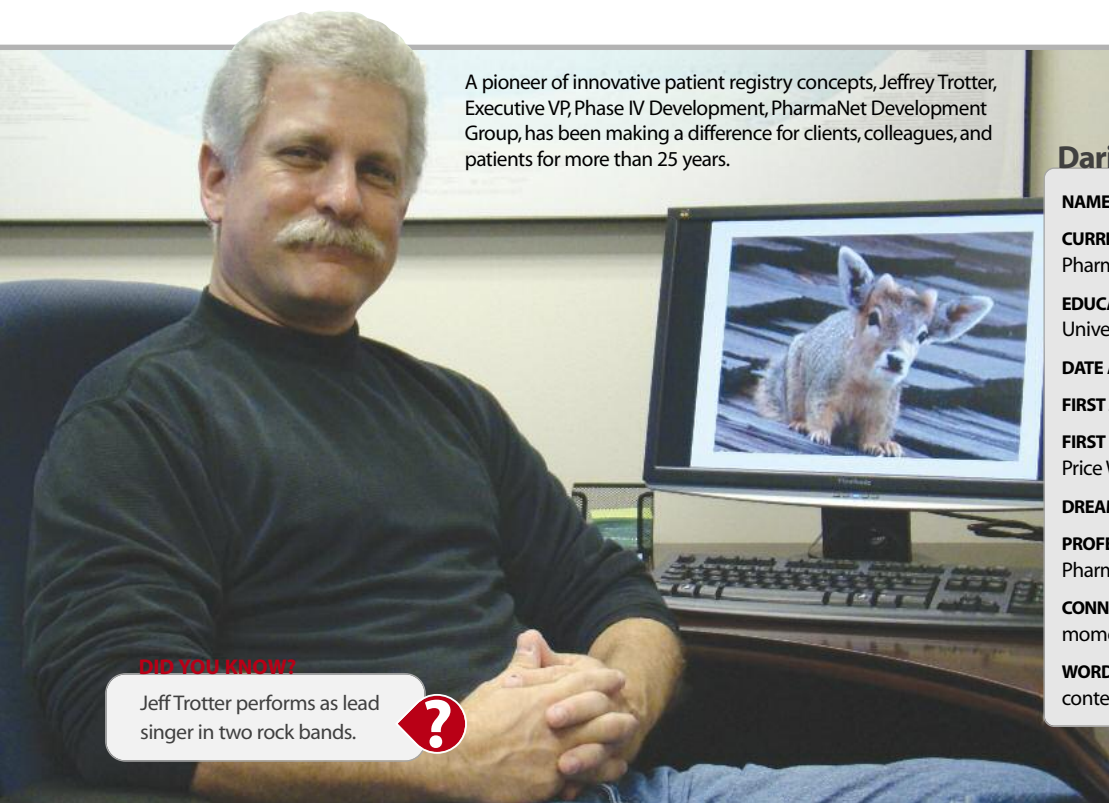
**PROFESSIONAL MENTORS:** Employers, University Professors at Penn State in the Leadership Development program

**PROFESSIONAL ASSOCIATIONS:** Project Management Institute; International Institute of Business Analysts; Association for Information and Image Management

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Treat others with kindness, compassion, and respect; look for the good in everyone and every situation

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A pioneer of innovative patient registry concepts, Jeffrey Trotter, Executive VP, Phase IV Development, PharmaNet Development Group, has been making a difference for clients, colleagues, and patients for more than 25 years.

**DID YOU KNOW?**

Jeff Trotter performs as lead singer in two rock bands.

**Daring. Self-Deprecating.**

**NAME:** Jeffrey P. Trotter

**CURRENT POSITION:** Executive VP, Phase IV Development, PharmaNet Development Group Inc.

**EDUCATION:** M.M., Northwestern University, Illinois; B.S., University of Illinois

**DATE AND PLACE OF BIRTH:** November 1957, Chicago

**FIRST JOB:** Library page

**FIRST INDUSTRY-RELATED JOB:** Management Consultant, Price Waterhouse

**DREAM JOB:** Musician, rock n' roll

**PROFESSIONAL ASSOCIATIONS:** International Society for Pharmacoeconomics and Outcomes Research (ISPOR)

**CONNECTED VIA:** Minutaur.com, a community based on the moments in our lives

**WORDS TO LIVE BY:** Shift happens; on his tombstone: he was content in his adequacy

# NAGARAJA SRIVATSAN

## CUSTOMER FOCUSED

**IT'S A FAMILIAR SCENE. NAGARAJA SRIVATSAN, OR JUST SRIVATSAN AS HE IS KNOWN INDUSTRYWIDE, IS STANDING BEFORE A GROUP OF PHARMACEUTICAL EXECUTIVES, MANY OF THEM HIS CUSTOMERS, ALL EAGER TO HEAR WHAT HE HAS TO SAY ABOUT THE CHALLENGES FACING THE INDUSTRY.**

But instead of a PowerPoint presentation, Srivatsan turns the spotlight from himself to his audience, and he asks them to introduce themselves and opens it up to an interactive discussion. It's just how he leads — by listening rather than dictating.

Srivatsan's customer-first mentality has served him well in his two decades of helping some of the world's leading life-sciences companies along the path from molecule to market.

With a passionate focus on his global clients, he currently leads Cognizant's North American Life Sciences practice, representing 27 of the world's top 30 pharmaceutical companies, nine of the top 10 biotechnology companies, and two of the top five medical-devices companies.

Srivatsan is one of the premier thought leaders on the topic of global sourcing models and change management within an industry under tremendous pressure.

With his open management style, a strong command of the industry, and a passion that he demonstrates for his fellow employees and his customers alike, Srivatsan inspires many who have worked with him.

He is selfless, and not one to take the spotlight, as his singular mission is making a difference and he is indeed doing that.

He is equally committed to giving back, supporting multiple global health causes as well as charities, including Mercy Home for Children; the American Cancer Society; the Cognizant Foundation, which supports programs to improve health and education programs in India; and AIM India.

Srivatsan is a member of the Drug Information Association (DIA), and he is active in his local community, particularly with South Asian cultural activities. ♦

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**Passionate. Focused.**

**NAME:** Nagaraja Srivatsan

**CURRENT POSITION:** VP and Head of Life Sciences Practice, North America, Cognizant

**EDUCATION:** M.S., Electrical Engineering and Computer Science, with certificate program in telecommunication management and policy; Graduate in Electrical and Electronics Engineering (EEE), BITS

**DATE AND PLACE OF BIRTH:** February 1967, India

**FIRST JOB:** Consultant, Norsk Data

**FIRST INDUSTRY-RELATED JOB:** Consultant, Motorola

**DREAM JOB:** Assist nonprofit organizations

**PROFESSIONAL MENTORS:** Francisco D'Souza, CEO, Cognizant

**PROFESSIONAL ASSOCIATIONS:** DIA

**CONNECTED VIA:** LinkedIn and Plaxo

**WORDS TO LIVE BY:** Do the best you can



Nagaraja Srivatsan, VP and Head of Life Sciences Practice, North America, at Cognizant, is one of the premier thinkers and innovators when it comes to global sourcing models for the life-sciences industry.

**DID YOU KNOW?**

Srivatsan plays the Mridanga, a South Indian drum.





# CAROL WELLS

## PEOPLE PROWESS

**PEOPLE COME FIRST FOR CAROL WELLS. A PASSIONATE AND AUTHENTIC LEADER, MS. WELLS IS COMMITTED TO HELPING INDIVIDUALS ACROSS HER DEPARTMENT — COMMERCIAL TRAINING AND DEVELOPMENT — AND THROUGHOUT GENENTECH TO EXCEL.**

She develops her people to move to broad and diverse job functions, and works hard to ensure their well-being. One of the toughest assignments Ms. Wells has faced was when her business unit was dissolved, and she worked to ensure people were treated with dignity, respect, and as much support as possible.

Leading by example, Ms. Wells' oversight of Genentech's commercial training operations is without comparison, colleagues say. She led one of the largest build-outs of a commercial training operation, ensuring a broad commitment at Genentech to developing staff. It remains her mission to ensure Genentech's training department is recognized as one of the best in the industry.



### DID YOU KNOW?

Carol Wells played clarinet in her high school band.



Senior Director, Commercial Training and Development Carol Wells works to ensure each day is better than the one that came before, providing a positive work environment for her colleagues at Genentech.

During 2009, Ms. Wells successfully integrated Roche's product training into the Genentech training organization and aligned functional training with global business planning training.

She says life is too short to take things too seriously and people are much more productive when they are having fun.

Her positive outlook shines through in the organization, and she brings to work one simple philosophy: to make each day better than

## Hardworking. Humorous.

**NAME:** Carol Wells

**CURRENT POSITION:** Senior Director, Commercial Training and Development, Genentech

**EDUCATION:** Rockhurst Executive Fellows, Rockhurst University; MBA Wellesley College, 1998; B.A., Sociology/English, Wellesley College, 1978

**DATE AND PLACE OF BIRTH:** December 1956, Boston

**FIRST JOB:** Playtex sales rep

**FIRST INDUSTRY-RELATED JOB:** Sales, Marion Laboratories

**DREAM JOB:** Journalist

**PROFESSIONAL MENTORS:** Dave Laconi and Len Kanavy

**PROFESSIONAL ASSOCIATIONS:** The Society of Pharmaceutical and Biotech Trainers (SPBT), Healthcare Businesswomen's Association, Wellesley College Association

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Bloom where you're planted

the one that came before it. This philosophy ties in well with the advice she once received from her father: tomorrow is promised to no one, so live each day as if it were your last.

She maintains a youthful persona, saying after 32 years in the industry, she's still only 38. ♦

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## DEVIN PAULLIN

## DETAIL ORIENTED

**A PIONEER IN THE DIGITAL MARKETING SPACE, DEVIN PAULLIN'S EXPERTISE AND KNOWLEDGE ARE PROVING TO BE IMPORTANT ASSETS NOT ONLY FOR HIS ORGANIZATION BUT FOR THE INDUSTRY AT LARGE.**

Over the years, Mr. Paullin has developed many of the professional interactive products and services currently on the marketplace today, including e-detailing in 1995.

Mr. Paullin co-founded the original Physicians Interactive in 1995 with his father. Since that time he has been committed to helping Physicians Interactive Holdings (PIH) and life-sciences companies, create greater physician value through online, mobile, and electronic health record channels.



Devin Paullin, Executive VP, New Business Development, at Physicians Interactive Holdings, is a seasoned executive who has developed many interactive products and services available in the marketplace today that connect physicians and pharma.

He also helped co-develop and lead the launch of Patients Interactive, another first of its kind. This joint effort with Allscripts enabled physicians to prescribe patient education programs electronically at the point of care via electronic health records, extending the physician's ability to treat the patient beyond office walls.

Those who have worked with Mr. Paullin say he is an articulate, passionate, and seasoned executive who has had a powerful impact in building products and services, and who has worn many hats in the development of PIH.

It's been a thrilling experience to be part of PIH, Mr. Paullin says. What he enjoys most about the experience is working with inspiring colleagues in an environment where innovation and improving physician-patient care are core values.

Mr. Paullin says there have been several major changes in the landscape that are impacting the pharmaceutical industry: consolidation and downsizing; shifts in sales and marketing philosophy; and the explosion of clinicians' use of mobile

### DID YOU KNOW?

As a Little League pitcher, Devin Paullin placed his town, Libertyville, Ill., in the top three teams in the state for three consecutive years.



devices, online, and EMR technologies. These trends have changed the clinician workflow and how physicians interact with patients at the point of care, leading to opportunities to change how the industry delivers valued pharmaceutical services to physicians, he says.

The depth of Mr. Paullin's understanding with regard to professional marketing in the pharma space will continue to change the digital landscape. Mobile clinical decision support, electronic medical records, and online access to pharma services, are critical in the wake of healthcare reform and its pressure on medical professionals, Mr. Paullin believes. He says as an industry it's important to understand these changes and help practitioners remain above water.

Mr. Paullin and his wife Beth Paullin are longtime supporters of the Juvenile Diabetes Foundation, including organizing and participating in various fundraising activities. Mr. Paullin also spearheaded Physicians Interactive's corporate response to the Haitian earthquake relief in 2009, leading the team that

## DR. MOHAN BANGALORE

## REACHING HIGH

**BY ASPIRING HIGH, MOHAN BANGALORE, PH.D., INSPIRES OTHERS TO DO THE SAME. DR. BANGALORE HAS THE ABILITY TO THINK STRATEGICALLY WHILE MAINTAINING AN APPROPRIATE LEVEL OF ATTENTION TO THE DETAILS; HE EFFECTIVELY LEADS HIS REPORTS TOWARD A VISION, EVEN IN UNCERTAIN TIMES.**

In his former role as senior director and site head at Pfizer's India Clinical Research Center (ICRC), Dr. Bangalore inspired hundreds of young employees. (His assignment with Pfizer ended as this issue was going to press.) The decision in February 2007 to accept a long-term international assignment for legacy Wyeth, which took him from the United States to India to set up Wyeth's India clinical center in collaboration with Accenture, was a big leap. He says setting up the India center was challenging as some of the clinical operations that were started were new to India. The challenge of recruiting the right talent and retaining them, all the while getting quality work done in India in a timely manner at a low cost, was exciting.

His passion for science, understanding of both India and U.S. work cultures, attention to detail, and excellent leadership skills have motivated many young scientists in India as well as at Wyeth (now Pfizer) in the United States.

Dr. Bangalore has enlightened many in India regarding the challenges and rewards of clinical research, working with them to understand the global drug development process and the impact of their individual contributions to improving healthcare for others world-

**DID YOU KNOW?**

Dr. Mohan Bangalore would love to be a musician or actor some day.



wide. He has enlightened many in India to the challenges and rewards of clinical research, working with team members so they understand the global drug development process and the impact their individual contributions have on improving healthcare for others worldwide.

Dr. Bangalore makes sure the strategic vision and related decisions are in the best interest of patients, first and foremost.

Through his leadership abilities, Dr. Bangalore has reached beyond functional and geographical boundaries to meet, and often exceed, stakeholder needs and expectations.

His unconditional support of others' work, personal sacrifices, unwavering dedication, enthusiasm, passion, and hard work have motivated many employees, especially those who are the future talent in R&D.

His hard work has been recognized by others and he considers this deeply rewarding. Going forward, Dr. Bangalore has set some big goals, including: becoming a senior thought leader on strategic resourcing and outsourcing models; becoming the head of Asia-Pacific emerging markets for a big pharma company; and finally become a CEO.

Outside of work, Dr. Bangalore donates to cancer research, having lost his father to lung cancer. He also donates to eye hospitals that perform free operations for the needy, saying cataracts render too many people disabled in India, yet with an operation they can return to normal life immediately. ♦

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**Optimist. Go-Getter.**

**NAME:** Mohan Bangalore, Ph.D.

**FORMER POSITION:** Senior Director and Site Head, Pfizer, Bangalore, India

**EDUCATION:** Ph.D., Molecular Biology, Iowa State University, 1997; MBA, General Strategic Management, Temple University, 2005; B.S., University of Agricultural Sciences (UAS), Bangalore, India, 1991

**DATE AND PLACE OF BIRTH:** May 24, Bangalore, India

**FIRST JOB:** Postdoctoral Fellow, Iowa State University

**FIRST INDUSTRY-RELATED JOB:** Senior Scientist, antimicrobials and host defense, SmithKline Beecham

**DREAM JOB:** Real estate investor or student counselor/career advisor

**PROFESSIONAL MENTORS:** Dr. Allen Miller, Iowa State University; Dr. Nigel Fraser, University of Pennsylvania; Dr. June Kaplow, GlaxoSmithKline; Dr. Dianne Kikta, Dr. Bruce Schneider, and Dr. Robert Ruffolo, Wyeth

**PROFESSIONAL ASSOCIATIONS:** American Society for Virology; American Phytopathological Society; International Association of Scientists and Technologists of Bharatiya (Indian) Origin; Sigma Xi, The Scientific Research Society; Life member of Gamma Sigma Delta, The Honor Society for Agriculture; Member of Phi Kappa Phi Honor Society

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Work hard; learn from the past; and hope is a good thing



Dr. Mohan Bangalore, Former Senior Director and Site Head at Pfizer Pharmaceuticals, is truly an inspirational leader for many young, aspiring scientists.

drove company outreach, as well as physician and employee donation programs in support of Partners In Health. And he supports the MS Society, The American Red Cross and other local charities. ♦

**Innovative. Pioneer.**

**NAME:** Devin Paullin

**CURRENT POSITION:** Executive VP, New Business Development, Physicians Interactive Holdings

**EDUCATION:** M.S., National Lewis University, 2002; B.S., Illinois State University, 1995; Kellogg Graduate School of Management

**DATE AND PLACE OF BIRTH:** Oct. 23, 1971, Wichita, Kan.

**FIRST JOBS:** Mowing lawns and working a deep fryer at Burger King

**FIRST INDUSTRY-RELATED JOB:** Marketing and Communications, Caterpillar

**DREAM JOB:** Musician

**PROFESSIONAL MENTORS:** Don Paullin, his father; Donato Tramuto, CEO and Vice Chairman, Physicians Interactive Holdings; Glen Tullman, CEO, Allscripts; Lee Shapiro, President, Allscripts

**CONNECTED VIA:** Facebook, Craigslist, MySpace, Twitter

**WORDS TO LIVE BY:** All things are true — Bob Rook

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# DR. GRAHAM BUNN

## CHANNEL PARTNER

**AS VP, PARTNERSHIPS, AT MEDIDATA SOLUTIONS WORLDWIDE GRAHAM BUNN, PH.D., HAS BROUGHT A NEW VISION TO THE CRO-VENDOR RELATIONSHIP PARADIGM, AND HE HAS SPENT THE LAST FIVE YEARS SUCCESSFULLY PUTTING HIS PROGRAM INTO PRACTICE.**

His mission was to evolve the past competitive and often short-sighted CRO-vendor relationships to mutually beneficial long-term partnerships, built on recognition of each company's strengths and with a shared focus on helping biopharma customers efficiently execute their clinical trials.

Since 2005, Dr. Bunn has grown Medidata's CRO channel partner program to include more than 25 CROs and other service providers — ranging from global CROs to smaller clinical consultancies — located throughout the drug development world in the Americas, Europe, and Asia Pacific. It has not always been easy, but by focusing the conversation on the long-term payoffs of working together and by creating a program that allows CROs to join, get their people trained in stages, and grow their commitment over time, Dr. Bunn has led his Medidata team to a well-recognized industry success.

He counts the success of the program as his biggest career highlight to date; he has grown the Medidata channel partner program from two partners in 2005 to 25 partners.

For more than 20 years, Dr. Bunn has combined his love of computing, medical technology, and applied science with his understanding of clinical development and used this to drive not only Medidata's partner program success, but the evolution of the EDC and CRO markets to benefit the clinical research community.

Throughout his career, he held a range of executive and senior level e-clinical positions at Quintiles, Clinsoft Ltd., and BBN Software Products, where he implemented a number of EDC and clinical IT initiatives to improve efficiencies in the clinical-research process.

He counts his time while head of IT at Quintiles as one of the most challenging of his career — in a good way. He was charged with

### DID YOU KNOW?

Dr. Graham Bunn rescued a sheep out of the swimming pool, while on holiday at a villa in Italy with his family.



### Honest. Exuberant.

**NAME:** Graham Bunn, Ph.D.

**CURRENT POSITION:** VP, Partnerships, Medidata Solutions Worldwide

**EDUCATION:** Ph.D., University of Reading, Reading, U.K.; B.Sc., University of East Anglia, Norwich, U.K.

**DATE AND PLACE OF BIRTH:** April 1960, Newcastle-upon-Tyne, U.K.

**FIRST JOB:** Systems analyst, Ministry of Agriculture Fisheries and Food

**FIRST INDUSTRY-RELATED JOB:** Pre-Sales technical support, BBN Software Products

**PROFESSIONAL MENTORS:** Marion Olde, BBN Software Products/Domain Pharma/Clinsoft; Aiden Walsh, European Head IT, Quintiles; Mark Gorton, Senior Director, Global IT Solutions, Quintiles; Steve Heath, Head of EMEA, Medidata Solutions Worldwide

**PROFESSIONAL ASSOCIATIONS:** DIA, CDISC, ACDM

**CONNECTED VIA:** LinkedIn and Plaxo

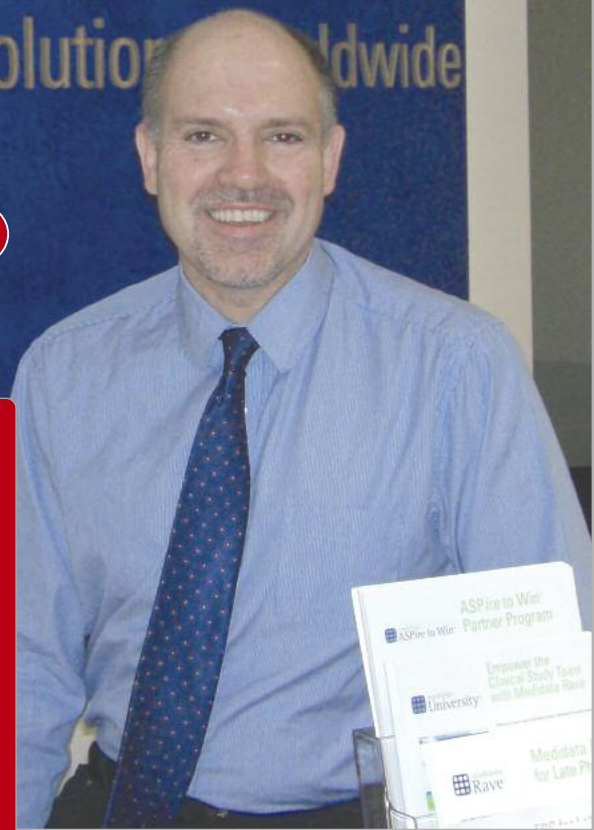
**WORDS TO LIVE BY:** Active listening is the most underrated skill

helping to manage the demands caused by the company's rapid growth during the 1990s. When he joined Quintiles in 1989 there were two offices — U.S. and U.K. — and just 450 people. Just 10 years later, Quintiles was a public company, employed almost 20,000 staff, and had offices all around the world.

Because of the many acquisitions, it was necessary to link together different IT systems and keep pace with the need for additional hardware — servers and PCs — all while experimenting and implementing new technologies, such as EDC and CTMS.

Dr. Bunn says it was truly an exhilarating and hugely rewarding challenge. He was able to travel around the world, helping set up new offices and integrating new acquisitions, and he thoroughly enjoyed the wide range of new people, processes, and ideas as well as technology issues that he encountered along the way.

Ironically, it's the reason he eventually left Quintiles in 1995 and joined Medidata — he wanted to get that business high again, and so far he says he has not been disappointed.



Driven by a passion for the improvement and evolution of clinical trial technology, Medidata's VP, Partnerships, Dr. Graham Bunn has helped define the CRO industry through leadership, expertise, and a collaborative approach, thus, shaping what it means to be a true partner in clinical development.

Through the different IT revolutions there remains one defining moment for Dr. Bunn and that was the realization that innovative technologies, such as EDC, could have a significant impact on the way clinical trials are run.

EDC is what it is today only because of the lessons learned from the constant re-evaluation and re-engineering of business practices and processes.

Dr. Bunn looks forward to watching the industry apply those same lessons to further advance clinical trials through the adoption of the growing EDC capabilities, such as clinical trial management, integrated randomization, and targeted source data verification, as well as the external integration with other electronic clinical trials systems, such as ePRO, imaging, and electronic health records.

He says EDC represents just the tip of the iceberg with regard to increased patient safety and efficiencies, and he would like to be on the forefront of implementing integrated e-clinical technology solutions throughout the industry to further these benefits. ♦

# MARGARET LONG

## DRIVING POLICY

**PATIENTS COME FIRST FOR MARGARET LONG. THROUGH HER WORK AS SENIOR NATIONAL DIRECTOR, GOVERNMENT AFFAIRS, AT ASTELLAS PHARMA, SHE TRULY LIVES THE MISSION OF CHANGING TOMORROW'S MEDICINES FOR PATIENTS, CUSTOMERS, COMMUNITY, AND EMPLOYEES TODAY.**

Ms. Long has maintained a dedication to the providers and recipients of healthcare over a long career at both Novartis and Astellas. At Astellas she has been critical in ensuring that patient-protection consumer issues and provider and medical community regulatory and legislative efforts are a priority in all 50 states.

Having the opportunity to establish the government affairs department has been a true career highlight for Ms. Long.

Ms. Long's field experience gave her great insights on which to draw and provided her with the framework for setting a new standard for government affairs activities.

She says her team at Astellas consists of outstanding government affairs professionals dedicated to proactively ensuring the compet-

### Dedicated. Thoughtful.

**NAME:** Margaret Long

**CURRENT POSITION:** Senior National Director, Government Affairs, Astellas Pharma, US

**EDUCATION:** B.A. Hons., Douglas College, Rutgers University, 1980

**DATE AND PLACE OF BIRTH:** August 1958, Jersey City, NJ.

**FIRST JOB:** Pharmacy retail

**FIRST INDUSTRY-RELATED JOB:** Field sales representative for Sandoz

**PROFESSIONAL MENTORS:** Richard Knapp, Novartis; Linda Friedman, Astellas

**PROFESSIONAL ASSOCIATIONS:** State Government Affairs Council; Healthcare Businesswomen's Association; Public Affairs Council

**CONNECTED VIA:** LinkedIn

**WORDS TO LIVE BY:** Don't be afraid to trust your instincts and make decisions; if they turn out to be wrong, don't be afraid to own up and ask for forgiveness

itive success of the company through service to patients, customers, communities, and employees by providing innovative, dynamic, and leadership-oriented public policy and legislative engagement at the state level.

The Change **AGENTS**

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**100**

### DID YOU KNOW?

Margaret Long played a lead role in a high-school production of *Bye Bye Birdie*.



Margaret Long has maintained a dedication to the providers and recipients of healthcare over a long career at both Novartis and now at Astellas as Senior National Director of Government Affairs.

A thoughtful leader, Ms. Long is not afraid to trust her own instincts to make decisions, and if they turn out to be wrong she is also not afraid to own up and take accountability.

What most concerns Ms. Long is the erroneous perception that the pharmaceutical industry does not put patients first. In her experience with her own company as well as through out the industry, she knows this is not the case.

Her professional goal going forward is to run a full public-affairs department. ♦

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## DAVID EPSTEIN

## A POSITIVE TRANSFORMATION

**DAVID EPSTEIN'S FIRST INDUSTRY JOB WAS AS A NEW PRODUCT MANAGER AT SANDOZ IN 1989. SANDOZ LATER MERGED WITH CIBA-GEIGY TO FORM NOVARTIS, AND HE'S BEEN WITH THE COMPANY EVER SINCE.**

Mr. Epstein has played a large role in transforming Novartis' oncology franchise from a small unit into a \$9 billion business, largely by recognizing the value of addressing unmet needs and developing a winning organization.

To date, one of Mr. Epstein's biggest career highlights was working to bring the breakthrough oncology medicine Gleevec to patients in record time.

He will never forget one patient group meeting, where all of the patients who had been saved by the medicine came to the front of the room to stand together and thank Novartis. The experience was profoundly meaningful for him.

A follow-on drug to Gleevec has the potential to be as impactful. A recent study that was presented at ASCO this year showed that the company's new drug Tasigna, which just received approval in the United States for chronic myeloid leukemia (CML), surpasses Gleevec in slowing disease progression for newly diagnosed CML patients. Mr. Epstein remains very proud that Novartis continues to address the needs of cancer patients.

As inspired as he is by the patient feedback he receives, Mr. Epstein's passion and empathy



David Epstein, Head of the Novartis Pharmaceuticals Division and Member of the Executive Committee of Novartis, says one of his biggest career highlights to date was working to bring the breakthrough oncology medicine Gleevec to patients in record time.

have touched and inspired many employees, physicians, and caregivers.

Now, as head of the Novartis Pharmaceuticals Division and a member of the executive committee of Novartis AG, he has the opportunity to have even greater impact on Novartis and already discernible differences are apparent. For example, he's taken to holding leadership meetings — over weekends, if need be — at the locations of leading medical congresses to ensure there is a customer focus to business.

There is another product on the horizon that excites Mr. Epstein and that is FTY720. Right now, he says the company is well-positioned to gain approval to launch this

## DID YOU KNOW?

David Epstein's first industry job was as a new product manager at Sandoz in 1989, which later merged with Ciba-Geigy to form Novartis; he's been with the company ever since.



## Driven. Collaborative.

**NAME:** David Epstein

**CURRENT POSITION:** Head of the Novartis Pharmaceuticals Division and Member of the Executive Committee of Novartis

**EDUCATION:** MBA, Finance and Marketing, Columbia University Graduate School of Business; B.S., Pharmacy, Rutgers University College of Pharmacy

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

**FIRST JOB:** Ran go-karts at an amusement park

**FIRST INDUSTRY-RELATED JOB:** New product manager, Sandoz

**PROFESSIONAL ASSOCIATION:** Healthcare Businesswomen's Association

medicine, which could be the first oral therapy for patients with multiple sclerosis in the United States.

Seeing the excitement in the MS community for this therapy, as hundreds of thousands of MS patients eagerly await a safe and effective alternative therapy that is uncompromised by the injection-related issues associated with available medicines, has been very inspiring.

Opportunities like this — to meet an unmet patient need with a transformational medicine — are rare in one's career, and bringing this new therapy to market promises to be another great career highlight for Mr. Epstein. ♦

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## ANGELA MICCOLI

## CUSTOMER-FOCUS

**CEGEDIM DENDRITE'S ANGELA MICCOLI IS A STRATEGIC THINKER AND THE PERSONIFICATION OF CUSTOMER FOCUS.**

**CREDITED WITH PIONEERING THE KEY ACCOUNT MANAGEMENT STRUCTURE WITHIN THE SERVICE INDUSTRY, SHE IS CONSIDERED TO BE A THOUGHT LEADER ON ALL THINGS RELATING TO CUSTOMER-DATA AND CUSTOMER-RELATIONSHIP MANAGEMENT.**

Ms. Miccoli's leadership style is both positive and energetic. She views herself as being positive because she never sees problems — only improvement opportunities that require creative solutions — and energetic because she

handles any situation with passion and determination.

She favors quick decisions that drive actions, and she believes that changes in circumstances require changes in direction regardless of previously taken positions.

According to her colleagues, Ms. Miccoli has a way of exciting and motivating all those around her. When she addressed Cegedim Dendrite employees via a live Town Hall webcast, cheers erupted in every location when she enthusiastically announced her plans for growing the business.

Her goal is to leverage a team of experienced, trustworthy, creative, and committed people and guide them through a shared vision and strategy toward business growth.

Her drive to succeed, positive attitude, and roll-up-your-sleeves brand of management are

contagious. She is admired throughout the organization because of her zeal for helping to improve the commercialization process with the ultimate goal of providing individuals around the world with better healthcare.

After 15 years with Cegedim Dendrite, in April of this year Ms. Miccoli was promoted to the position of President, Americas. She considers the opportunity to be challenging and exhilarating at the same time. Accepting the role entailed living in a new country; managing new teams with a total headcount of more than 1,000 people; taking responsibility for the success of a business unit with a sizeable annual revenue; and acclimating to totally different business cultures in North America, South America, and emerging countries such as Brazil and Mexico.

Ms. Miccoli knows that the challenges are

# KEVIN SCOTT

## IN MEMORIAM

**DURING ONE'S LIFE AND CAREER, PEOPLE COME AND GO. BUT IF YOU ARE REALLY LUCKY, EVERY NOW AND THEN, YOU MEET A PERSON WHO CHANGES YOUR LIFE. KEVIN SCOTT INFLUENCED, INSPIRED, AND TOUCHED THE LIVES OF EVERYONE HE MET.**

A devoted friend, a revered colleague, and a beloved son, brother, and uncle, Mr. Scott passed away April 13, 2010. He was 46 years old.

Mr. Scott, who was born and raised in New Jersey, lived life to the fullest — professionally and personally — and along the way he enriched the lives of all who knew him.

He worked for Johnson & Johnson for 25 years, most recently as a strategic market director. He joined J&J directly after graduating from Villanova University.

It was at Villanova where Mr. Scott began hundreds of lifelong friendships. He was instrumental in keeping a vast network of fellow alumni together over the years. A self-proclaimed “man of the people,” Mr. Scott started a small golf tournament — The Corr Hall Cup — not only to help former classmates keep in touch, but he sincerely believed in giving back. And over the years, Mr. Scott, aka “Hootie,” evolved the collegial gathering into a fundraiser to benefit Villanova’s Center for Multicultural Affairs, whose mission is to assist minority students in need.

Mr. Scott generously donated time and resources to several worthy causes, but none

### DID YOU KNOW?

Kevin Scott was a huge Bruce Springsteen fan.



more important than Villanova, where he was an active member of the alumni association. And his memory will be honored through the university’s Kevin R. Scott Endowed Scholarship Fund.

Throughout his varied career within the many divisions of the J&J family of companies, he earned distinction by his willingness to stay true to himself; always courteous, he strived to embody the J&J credo through all of his interactions and business connections.

Mr. Scott loved working at J&J, and in 2002 he was awarded the prestigious President’s Club trophy. Humbled by the honor, he considered the recognition as a career-defining moment.

Noted for his quick wit, overall congeniality, and love of a microphone, Mr. Scott was often asked to act as an unofficial “master of ceremonies” during company events. His retirement “roasts” were legendary, and colleagues were honored to be on the receiving end of his good-natured ribbing.

He had the amazing ability to forge lasting relationships with co-workers and clients alike. Everyone had a special relationship with him and each person has his or her own amusing story to relay to others about their friendship.

A consummate gentleman and known for his old-school etiquette, Mr. Scott would send hand-written notes to acknowledge a colleague for a job well done or send along articles of interest to friends.

He will be remembered for making the most ordinary of occasions memorable and fun. Generous to a fault, he was compassionate and



Kevin Scott, who was with Johnson & Johnson for 25 years, leaves behind a legion of colleagues, peers, and friends who will miss his good humor, wit, and companionship.

### Generous. Fun-Loving.

**NAME:** Kevin R. Scott

**FORMER POSITION:** Strategic market director, Johnson & Johnson

**EDUCATION:** B.S., Villanova University

**DATE AND PLACE OF BIRTH:** Jersey City, N.J.; Oct. 20, 1963; died, April 13, 2010

**WORDS TO LIVE BY:** I will not be muzzled

caring, and to borrow a line from one of his favorite performers Frank Sinatra, Kevin did it “his way.” ♦

*Editor’s note: Written by Taren Grom, Editor, PharmaVOICE, on behalf of Kevin Scott’s many friends and colleagues. Our friend Kevo will be missed by many — forever. Donations in his memory may be made to Villanova University, Office of University Advancement, Attention: Mr. George Brennan, 800 Lancaster Ave., Villanova, PA 19085.*



### DID YOU KNOW?

Despite her short height, Angela Miccoli was on the basketball team in college.



not the same in each region or market, as the issues faced in mature markets are not the same as in emerging markets. She says while there are many potential solutions, the common universal challenge is to demonstrate the agility to be able to establish and quickly execute new, diversified business models and customer-focused strategies.

Ms. Miccoli is fully committed to giving back and supports various UNICEF initiatives. Unfortunately, there are still many children in the world suffering and living in sub-par conditions, she says. Unprotected, children are incapable of taking care of themselves, and UNICEF gives them hope for a better future. ♦

### Positive. Energetic.

**NAME:** Angela Miccoli

**CURRENT POSITION:** President, Americas, Cegedim Dendrite

**EDUCATION:** B.S. and MBA, Bocconi University

**DATE AND PLACE OF BIRTH:** March 1970, Italy

**FIRST JOB:** Sales executive

**DREAM JOB:** Actor

**PROFESSIONAL MENTOR:** Jean Claude Labrune, founder of Cegedim Dendrite

**PROFESSIONAL ASSOCIATIONS:** Healthcare Businesswomen’s Association (HBA), Bocconi University Alumni Association

**CONNECTED VIA:** Facebook

**WORDS TO LIVE BY:** To choose means also to renounce — her husband

Angela Miccoli, President, Americas, Cegedim Dendrite, has a unique vision of the industry’s sales, marketing, and IT trends. She’s able to transform her vision into solutions.

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# DR. MOHAN BANGALORE • BUILDING A NETWORK

The leader Mohan Bangalore, Ph.D., has become in the life sciences has been in the making since his student days. A naturally talented, meticulous, and highly organized per-

son, these were qualities his fellow students and friends strove to emulate. He was admired by both the student and teaching community.

Dr. Bangalore was a first-class student and received a gold medal in his bachelor of science degree.

Even after he went on to pursue further studies in United States, Dr. Bangalore frequently returned to India and spent time at his alma mater providing guidance to budding scientists with regard to scientific developments and opportunities.

He was instrumental in starting UASNET (University of Agricultural Sciences Alumni Network) in the United States, which shows his commitment to the exchange of ideas and his understanding of the importance of networking.

While studying for his Ph.D. at Iowa State University, he was the recipient of the Outstanding Student Leader Award for two consecutive years.

With a decade of industry experience, Dr. Bangalore moved from his role as scientist at GlaxoSmithKline in Philadelphia, to his most recent position as former senior director and site head at Pfizer's India Clinical Research Center (ICRC) in Bangalore, India.

While at GSK, Dr. Bangalore's most meaningful contribution was toward the clinical development of Tykerb (lapatinib), which is now on the market to treat breast cancer. He was part of the oncology team that traveled to India and China to set up the clinical trials. This was a defining moment for him as it opened doors for him within India-China clinical operations. In 2005, Dr. Bangalore received the Silver Recognition Award from GSK.

At Pfizer (previously Wyeth), he was instrumental in establishing the India Clinical Research Center (ICRC) through a partnership with Accenture.

Under Dr. Bangalore's leadership, the ICRC team was nominated in 2008 for the Wyeth R&D President's Award.

Among the big challenges for industry, he says, are the increasing cost of drug development, competition from generics, and lack of patent protection in some countries. ♦



## Getting Personal with

### DR. MOHAN BANGALORE

**FAMILY:** Wife, Son, 9; Twin Daughters, 7

**HOBBIES:** Music, movies, traveling, basketball

**READING LIST:** Outliers: The Story of Success by Malcolm Gladwell; The High-Performance Entrepreneur by Subroto Bagchi

**GIVING BACK:** Donates to cancer research, cataract surgery units in India, underprivileged children and senior citizens

**BUCKET LIST:** Travel the world and the seven seas; start his own company; act in an Indian movie; watch tennis at Wimbledon, and watch cricket in Australia

**INSPIRATION:** Michael Jordan, Gandhi, and Indian cricket legend Sachin Tendulkar

**TOP IPOD DOWNLOADS:** Eric Clapton, Dire Straits, The Police, Lady Gaga, The Eagles, and many Bollywood songs

**SCREENSAVER:** His nephew

**LIFE LESSONS:** Work hard and stay humble

**UNDER THE CLOAK OF INVISIBILITY:** Stay at the most expensive places around the world

# MICHAEL AGARD • EYE ON TRENDS



After a long and successful career as a change agent within the pharmaceutical industry, Michael Agard is making a transition and seeking to put his expertise into practice to improve systems and operations for companies.

The industry has changed, he says, and today's companies need to be aware of trends that move the emphasis from the company to the patient. Among these is the advent of EDC and eCRFs, which have shifted work from the sponsor to the healthcare provider. Mr. Agard believes this is the start of the integration toward electronic health records for better patient care. The other, he maintains, is centered on the increased attention on drug safety and adverse events following some of the more publicized recalls by the pharmaceutical industry and regulatory agencies.

In his most recent role at Sanofi-Aventis,

where he spent 27 years, Mr. Agard helped to define the operational strategy for the conduct of Phase I through IV clinical studies in the United States.

He managed all aspects of the clinical computer systems used in the United States — CTMS, eCRF, document management, eTMF, safety, grant payments, and reporting tools.

Mr. Agard worked in conjunction with departmental and corporate quality functions on SOPs, training, compliance, audits, and PAI inspections. He led a team of 15 people for the support and training of systems and the clinical study file room, and he managed the department administrative activities, such as budget, headcount planning, Intranet, contracts, and space planning.

One of Mr. Agard's greatest concerns is the rising costs of healthcare and the growing disparity between those who can afford healthcare and those who cannot.

Beyond the workplace, Mr. Agard volunteers at a work camp each year for disaster and poverty relief, bringing hope to those who are in need. ♦

## Getting Personal with

### MICHAEL AGARD

**FAMILY:** Wife, three adult children

**READING LIST:** Project Management Made Easy; The Exemplary Husband by Stuart Scott

**HOBBIES:** Reading, biking, woodworking, photography, home repairs

**GIVING BACK:** Work camp volunteer for disaster and poverty relief; youth group leader and mentor to students in grades 6-12

**BUCKET LIST:** Travel to Hawaii, Alaska, and the Canadian Rockies, pursue an active retirement, have grandchildren

**INSPIRATION:** His family, Dr. John Sosik, his pastor

**MOST UNUSUAL PLACE VISITED:** The Adirondack Mountains and lakes of New York

**LIFE LESSONS:** Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourself. Philippians 2:3-4

**UNDER THE CLOAK OF INVISIBILITY:** Sit behind the bench of the Philadelphia Flyers hockey team during the Stanley Cup Championship

# JEFF BERKOWITZ • MANAGING CHANGE

## Getting Personal with

### JEFF BERKOWITZ

**FAMILY:** Wife, Emily; Daughter, Tess; Sons, Matt and Benjy

**READING LIST:** The Next 100 Years by George Friedman

**HOBBIES:** Hiking and gardening

**GIVING BACK:** Community and alumni charities

**BUCKET LIST:** Visit the Galapagos Islands

**INSPIRATION:** Wife and kids

**TOP IPOD DOWNLOADS:** Jack Johnson; Green Day

**SCREENSAVER:** Photograph of his daughter's dance recital

**MOST UNUSUAL PLACE VISITED:** The office of Margaret Thatcher, 10 Downing Street, London

**LIFE LESSONS:** Be yourself and trust your instincts

The shift from a legal career to one in business was a truly defining moment for Jeff Berkowitz, and one that his company Schering-Plough, and now Merck has benefited from enormously.

Mr. Berkowitz started in the pharmaceutical industry working in Schering-Plough's law department, but his in-house clients quickly recognized his business focus, and in 2002 he made the switch to business, starting in the role as senior director, managed care operations.

He was subsequently named VP managed care sales, a position he held until 2003 before moving to the broader role of VP, U.S. managed markets. Then in 2004, he became the group VP, U.S. managed markets. In 2006, he was appointed group VP, global market access, and he absorbed responsibility for diversified products worldwide in 2008.

Following the merger with Merck, Mr. Berkowitz's vision has been absorbed into the

combined organization, and he now leads Merck's global market access as group VP.

Over the years, Mr. Berkowitz has helped develop many executive-level individuals and has been responsible for helping many individuals achieve significant levels of organizational success.

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.

Mr. Berkowitz enjoys balance in the workplace, seeking humor and reality every day.

He draws on some excellent advice, to be yourself and trust your instincts. ♦



# CHAD CLARK • A SAFE ASSESSMENT

Few understand the intricacies around safety and risk assessment better than Chad Clark.

In his role as general manager, safety, epidemiology, registries and risk management at United BioSource Corp. (UBC), Mr. Clark is responsible for designing and implementing global registries and observational studies and programs, as well as complex, global risk minimization and safety programs.

The focus around safety and risk in product development has intensified dramatically in recent years. Underscoring this are recent high-profile product safety issues and the passing of the Food and Drug Administration Amendments Act of 2007 (FDAAA). Better long-term safety assessments, risk minimization initiatives, and an overall focus on risk management have come to the forefront of every company in the life-sciences industry, Mr. Clark says.

More efficient and streamlined strategies coupled with technologies can help industry meet the demand for continuous evidence, but this requires companies to holistically assess their evidence needs and develop programs to gather these data differently than they have to date, he says.

On the one hand, governments and payers are demanding more and better long-term evidence related to safety, outcomes, and health economics; while on the other hand, compa-



nies' budgets are shrinking. There is therefore a pressing need for new ways to gather more valuable data in more efficient ways.

Mr. Clark believes meeting these needs cost-effectively lies in collecting data directly from patients and in the use of technologies at the point of care to provide faster access to prospective, longitudinal data.

In addition, he says while there is an increased focus on risk minimization through the Risk Evaluation and Mitigation Strategy (REMS) it is critical that companies ensure appropriate patient access. Again, he believes technology will play a vital role in ensuring that products are as widely available as possible while continuing to minimize the known risks. Mr. Clark notes that how the industry manages safety and product risk over the next few years will have significant long-term impacts on overall healthcare in the United States.

On a professional level, Mr. Clark says he considers himself fortunate to be surrounded by mentors on a daily basis, both in terms of scientific insight into safety, epidemiology, outcomes research, health economics and cognition, as well as gaining great business insights from the UBC leadership team of Ethan Leder, Mark Klein, and Patrick Lindsay.

Outside of UBC, his father and brother remain mentors to him. Mr. Clark's father started a variety of healthcare businesses, and

## Getting Personal with

### CHAD CLARK

**FAMILY:** Wife, Dory; Daughter, Claiborne, 5; Son, Charles, 2

**READING LIST:** The Big Short by Michael Lewis

**HOBBIES:** Golf, fishing, skiing, biking with his children

**GIVING BACK:** Supporting his local youth organization, Fair Chance; community initiatives to promote economic diversity within children's schools

**SCREENSAVER:** A picture of his children fishing at a pond at his parents' farm in West Virginia

**MOST UNUSUAL PLACE VISITED:** An 8-hour trip down a single lane road through the desert from Casablanca to Marrakech in Morocco with a client

**LIFE LESSONS:** Do it right, or don't do it at all

he has learned a lot watching him build these. And he talks to his brother, Stuart, four or five times a week on a variety topics, with discussions usually circling back to their professional lives.

While astute and well in control of issues surrounding safety and risk management, at home with two small children life is far less ordered. He says his children have confiscated his iPod for car trips, no doubt loading it with various toddler tune favorites and soundtracks, such as The Lion King and Mary Poppins, as well as some episodes of Curious George and Dora the Explorer. But since they haven't offered to give it back, he really can't be sure what it's been filled with. ♦





## DEVIN PAULLIN • BORN TO THE BUSINESS

Devin Paullin grew up around the pharmaceutical businesses, a protégé of his father, Don Paullin, a respected 16-year veteran of Searle Pharmaceuticals and entrepreneur.

He jokes that probably as a result of crawling on too many sample boxes, something sunk in. After a period with Caterpillar in marketing and communications, Mr. Paullin joined his father in 1995 to start MedSmart, selling medical books and clinical resources to physicians, nurses, hospitals, and other life-sciences companies.

The company began looking for ways to educate and service clinicians on their time and terms. This led to Devin Paullin co-creating the very first online and IVR-based detailing programs in 1995, now known as e-detailing, that helped kick off the HCP online marketing industry. Those programs, the business model, and the results were a hit with doctors and pharmaceutical manufacturers and the industry has not looked back since.

It has been the greatest highlight of Mr. Paullin's career, particularly because of the benefits these tools are bringing to physicians.

Another highlight for Mr. Paullin was leading the first, and largest, at the time, international, non-personal online education platform deployment. He worked to help clinicians in 11 different countries gain access to education programs, insight surveys, and education

materials. The platform represented seven different brands and introduced new standards for online program measurement across countries, while creating an internal mechanism for sharing best practices across previously siloed brand organizations from 2002 to 2005.

In 2009, he led a multi-agency team, nominated for the prestigious James Burke award, from Johnson & Johnson, one of only a few non-consumer projects to receive such a nomination.

In addition, he has been recognized by his peers and organizations for game-changing efforts, including The Allscripts 2006 Innovation Award — one of only 15 awards given to Allscripts employees. He was also awarded the Allscripts 2005 Big Idea Award given for the development and resulting record setting revenue from the development of relationships management solutions to help better connect manufacturers with their physician customers.

He attributes much of his success to valued mentors in his life, including his father who introduced him to the pharmaceutical business and a strong work ethic from a young age Donato Tramuto, CEO and vice chairman of Physicians Interactive Holdings, who is his quintessential example of true leadership and integrity, and the cornerstone in his continued professional development; Glen Tullman, CEO of Allscripts, who demonstrates how relentless passion and communication of a vision can grow a company; and Lee Shapiro, president of Allscripts. ♦

### Getting Personal with



#### DEVIN PAULLIN

**FAMILY:** Wife, Beth; Sons, Connor, 6, and Chase, 2

**READING LIST:** Christian Reflections on The Leadership Challenge by Jim Kouzes and Barry Posner; Wall Street Journal

**HOBBIES:** His family, playing guitar, fishing, running, kayaking

**GIVING BACK:** Juvenile Diabetes Research Foundation, Multiple Sclerosis Society, The American Red Cross, Angels for Avery, Partners In Health, Haitian Earthquake Relief

**BUCKET LIST:** Help establish an organization that brings free mobile healthcare devices to clinics and clinicians treating people in rural Africa, Afghanistan, and in impoverished areas of the United States; visit Egypt, India, Italy, Australia

**INSPIRATION:** His wife

**TOP IPOD DOWNLOADS:** Uprising by Muse; Death Magnetic by Metallica; Innuendo by Queen

**SCREENSAVER:** Pictures from his family beach trip to the Outer Banks, N.C.

**MOST UNUSUAL PLACE VISITED:** A Navajo Indian reservation with his father when he was 5 years old

**LIFE LESSONS:** Just remember, all things are true — Bob Rook

**UNDER THE CLOAK OF INVISIBILITY:** Visit the Oval Office when the President is alone and gain a no-filter perspective of that job; visit Eddie Van Halen when he's playing guitar and sneak a few free lessons from a master; find Osama

## ROSE CRANE • EMBRACING CHANGE

Change is not something Rose Crane shies away from, and it's something she believes is desperately needed within the healthcare industry. Healthcare is, she says, too fragmented.

To overcome the lack of integration within the healthcare system, she is applying a renewed focus on continuing to improve patient care through closer alliances with physicians, hospitals, and key industry contributors.

Before joining Epocrates as CEO, Ms. Crane spent more than 25 years in the pharmaceutical industry in a variety of leadership roles. Most recently, she was a company group chairman at Johnson & Johnson, where she managed the OTC/nutritional business



worldwide. Her group's acquisition of Pfizer Consumer Healthcare resulted in Johnson & Johnson becoming the largest OTC company worldwide, with a well-balanced portfolio of diverse brands.

She also served as a company group chairman for the consumer, specialty, and nutritional business during her tenure.

Before J&J, Ms. Crane was president of the U.S. Primary Care division for Bristol-Myers Squibb, where she was responsible for all sales, marketing, regulatory, and compliance operations, managing a \$6.5 billion budget. During her time at Bristol-Myers Squibb, Ms. Crane also held a variety of marketing, sales, and product management leadership positions.

### Getting Personal with



#### ROSE CRANE

**FAMILY:** Husband and daughter

**GIVING BACK:** Transplant House of Penn; taught English as a second language; scholarship donor for SUNY Oswego

**INSPIRATION:** Daughter

When seeking inspiration, Ms. Crane finds it through her daughter, whose capacity to love, learn, and laugh touches all around her.

She describes her daughter as light-years ahead of her age in maturity and aspirations, with a heart of gold that encompasses all around her and a strength that has helped guide the Crane family through some tough times. ♦

## JEFFREY TROTTER • A NET GAIN

A visionary entrepreneur, researcher, and consultant, Jeff Trotter was the founder and president of Ovation Research Group, a research and consulting organization that gained success as a global industry leader in post-approval outcomes research.

When Ovation was acquired by a global CRO, Mr. Trotter continued to provide pharmaceutical and medical-device companies with consultation on Phase IV research strategy, planning, and operational implementation.

At PharmaNet, as executive VP, Phase IV development, he provides global leadership to the company's Phase IV group while also spearheading the group's expansion. He is an expert at handling the complexities of late-phase studies, enabling PharmaNet to design and execute trials on any scale that meet the highest standards of scientific integrity and regulatory compliance, while achieving commercial objectives.

He observes that every 20 years or so, there are major events that tend to have ripple effects on the industry. To Mr. Trotter, these defining moments in the United States include the



implementation of Medicare in 1965, the implementation of the Prospective Payment System in 1985, and the era of healthcare reform that has been taking place from 2005 to the present. Each of these events has caused a major revolution in the development and commercialization of products.

Mr. Trotter's contribution to the pharma industry and his expert knowledge have been evi-

dent through the delivery of more than 60 presentations at international conferences.

He has published more than 35 original articles as well as a book for the American Hospital Association, titled *The Quest for Cost-Effectiveness in Healthcare: Achieving Clinical Excellence While Controlling Costs*.

As a founding member of the International Society for Pharmacoeconomics and Outcomes Research, Mr. Trotter contributes regularly to the society's annual international meeting, delivering short courses and participating in discussions aimed at advancing the healthcare industry's understanding of this critical field.

### Getting Personal with



#### JEFFREY TROTTER

**FAMILY:** Wife, Lisa, of 29 years; Sons, Elliot, Josh, and Max; Dog, Kirby

**READING LIST:** *The Power of One* by Bryce Courtenay

**HOBBIES:** Baseball, skiing, rock'n roll

**BUCKET LIST:** Perform the role of Valjean or Javert in *Les Miserables*

**INSPIRATION:** Dr. Donald Berwick, President of the Institute for Healthcare Improvement

**SCREENSAVER:** An image of his favorite ski destination, Whistler, B.C.

**MOST UNUSUAL PLACE VISITED:** Nashville's maximum security prison (research only)

**LIFE LESSONS:** Focus on what you can change and don't worry about the things you can't control

**UNDER THE CLOAK OF INVISIBILITY:** Go where his invisibility would uncover truths that could impact the world positively

A broad-minded individual, Mr. Trotter says he is concerned about world issues that are negatively impacted by one-dimensional thinking and intolerance for other perspectives. ♦

## TOM CAMPBELL • AN EYE ON THE FUTURE

### Getting Personal with



#### TOM CAMPBELL

**FAMILY:** Diana, wife of 29 years; Daughters, Lauren and Marion

**READING LIST:** *SuperFreakonomics*; anything by Ravi Zacharias or Robert Parker

**HOBBIES:** Music, playing drums, tennis, theater, and movies

**GIVING BACK:** The Freestore Foodbank

**BUCKET LIST:** Visit Paris with his wife in April, drive Route 66 and experience a "standin' on a corner in Winslow, Arizona" moment, attend Rock n' Roll Fantasy Camp, reside in a lighthouse for six months while writing a novel

**INSPIRATION:** His family

**TOP IPOD DOWNLOADS:** Thank You, Mr. Churchill by Jeff Beck and Peter Frampton; The National; Hank Marvin

**SCREENSAVER:** PracticeWire

**MOST UNUSUAL PLACE VISITED:** Meteora, Greece

**LIFE LESSONS:** You can teach a middle-aged dog new tricks

**UNDER THE CLOAK OF INVISIBILITY:** Spend time at the Oval Office for a few weeks

Changes within the industry require leaders who can see around the corner, and Tom Campbell has this unique line of sight.

With pharmaceutical companies finding it increasingly difficult to communicate with physicians through rep visits, he recognized that there was a need for a new way to reach them with the information they need. Mr. Campbell also recognized that it wasn't only doctors who needed that information, but other members of the practice had knowledge gaps.

In response, he developed PracticeWire, Healthy Advice Networks' latest health education offering. In so doing, he merged Healthy Advice's educational focus with state-of-the-art technology to deliver real-time, late-breaking news from more than 40 respected health information sources directly into the physician's back office.

Practices can customize messages to share with office staff and healthcare practitioners in their home offices or in remote locations.

A companion website gives doctors the ability to find more in-depth information when they have the time for research. Pharmaceutical manufacturers can communicate directly with physicians on brand information,

formulary status updates, clinical trials, rebates, or other critical news.

The development and realization of PracticeWire joins a long list of contributions made by Mr. Campbell, executive VP, program management and development, at Healthy Advice Networks. As the leader of the digital and print patient education programs at Healthy Advice, he continues to bring vision and innovation to the core product lines.

Most new ideas tend to be evolutionary and, as a result, typically fail to provide breakthrough solutions to the problem or opportunity that has been identified. Mr. Campbell breaks the mold with his ability to develop revolutionary ideas.

Mr. Campbell came to Healthy Advice in 1998, when it was still known as On Target Media. Previously, he was senior VP, business development, for Frequency Marketing, now a division of Alliance Data Systems, a provider of customer loyalty solutions. ♦





# DR. LEO FRANCIS • IMAGINING THE POSSIBLE

## Getting Personal with **DR. LEO FRANCIS**

**FAMILY:** Wife, Lyn; Son, Isaac

**READING LIST:** The American Constitution; Money Ball by Michael Lewis; The Winning Edge by George Alston; AutoWeek; Business: 1001 Ways to Reward Employees by Bob Nelson; The Power of Learning by Klas Mellander

**HOBBIES:** Martial arts, soccer, fitness training, performance sports cars, dining out, collecting watches

**GIVING BACK:** Community volunteer for U.K.-based mentor project

**BUCKET LIST:** Own a Lamborghini; live to at least 100

**INSPIRATION:** His family, Martin Luther King, Gandhi, Nelson Mandela

**TOP IPOD DOWNLOADS:** R&B and Jazz, Ashanti, Kenny Lattimore, Will Downing

**LIFE LESSONS:** Be true to and believe in yourself

**A LITTLE KNOWN FACT:** Until the age of 20, he played high-level competitive cricket

**UNDER THE CLOAK OF INVISIBILITY:** Visit No. 10 Downing St. and The White House

With equal command of science and business, Leo Francis, Ph.D., is able to provide exemplary leadership to his employees, colleagues, and friends.

A driven and energized leader, Dr. Francis believes everything is possible and will not stop until the goal is achieved. His enthusiasm ignites all those around him, co-workers and clients alike, and he encourages people to go the extra mile.

A forward-thinking leader, Dr. Francis never settles for the standard or the norm, but constantly pushes himself and others to think bigger, go farther, and try something new.

Since joining Publicis Medical Education Group in January 2008, he has quickly and adeptly assumed the role of go-to counselor for clients and staff. In two short years as president, Dr. Francis has driven strong organiza-

tion growth, significantly improved staff retention rates, diversified the company's client base, instilled a nurturing culture of excellence, and brought about transformational perspectives from digital to metrics in communications.

A skilled team builder, he recently set up a cross-functional meeting to engage people to discuss what they believe are the future trends; he believes vision is developed and owned by everyone. He also has a great ability to remain calm under pressure, and he is always clear and concise about his vision and expectations.

With an extraordinary ability to create meaningful and caring relationships with all he encounters, Dr. Francis will go out of his way to help others, listen to other points of view, and be open to new ideas.

While he expects the best from his staff, he

does so in a way that is non-threatening and empowering. Titles are not important to Dr. Francis, who treats everyone with the same respect, and is present and engaged with everyone with whom he interacts. Dr. Francis cares deeply about how employees are engaged, motivated, and involved in their roles, and continuously provides direct and honest feedback to everyone.

When there is a win, no matter how big or how small, Dr. Francis is one of the first to send his note of gratitude and appreciation for the accomplishment.

Dr. Francis believes that when others excel, he excels, and that the collective commitment and sharing of knowledge create positive outcomes in work and in life. He is a strong supporter of the HBA, and members of his leadership team are active and senior participants in the organization — from regional chapter groups to HBA board memberships.

While excelling in the workplace, Dr. Francis understands the importance of balancing work with personal life. Time outside of the office is devoted to his wife Lyn, family, and Dr. Francis is deeply in helping his son with schoolwork and on the soccer field. ♦



# BILL CIAMBRONE • SUSTAINABLE RESULTS



Good leadership necessitates a mix of persistence and collaboration, and Bill Ciambrone offers an abundance of both.

While Mr. Ciambrone works to maintain a focus on achieving the goal and not to let obstacles — real or imagined — deter him, he believes that the best decisions and outcomes are the

result of an inclusive team approach. He notes that being results-oriented can sometimes lead to rogue tendencies and a win-at-all-costs mentality, adding that sustained results require a higher degree of collaboration and trust.

Such balanced leadership is all the more important in today's changing business climate. Mr. Ciambrone believes the challenge for the industry is to create the type of compa-

nies that can compete and grow as the sun sets on the big pharma model. There will always be patients in need of new therapies, so there will be opportunities, but the field is going to be crowded with lots of big companies looking to reinvent themselves and smaller ones looking to grow into new areas, he says.

Strong leaders are also those who learn from others and Mr. Ciambrone finds lessons everywhere, particularly from his colleagues and his staff. In particular, he credits Shire HGT President Sylvie Grégoire, who has helped him look more broadly at the business and challenged him to contribute beyond his role and confidence level.

Mr. Ciambrone draws inspiration from patients. One of the great things about the business, he says, is the opportunity to develop close relationships with the patients the company treats. When he sees the challenges they face, it motivates him to do everything he can to help. ♦

## Getting Personal with

### **WILLIAM CIAMBRONE**

**FAMILY:** Wife, Kristen; Sons, Will, 9, Jason, 7, Luke, 3

**READING LIST:** Point Omega by Don DeLillo; Empire of Liberty by Gordon Wood

**HOBBIES:** Reading, hiking, kayaking

**GIVING BACK:** Local land conservation, environmental protection, food banks

**BUCKET LIST:** Visit Africa, learn to sail

**INSPIRATION:** Patients

**TOP IPOD DOWNLOADS:** Springsteen, Little Feat, The Who, Kings of Leon, Talking Heads, R.E.M., Red Hot Chili Peppers

**MOST UNUSUAL PLACE VISITED:** A tie between his mother's house and Tijuana, Mexico

**LIFE LESSONS:** You should marry that girl

**UNDER THE CLOAK OF INVISIBILITY:** Attend a White House national security briefing

## SRIVATSAN • TEAM BUILDER



Over the past eight years, Srivatsan has built the life-sciences practice at Cognizant into one of the largest in the industry. With a huge team of IT and business associates reporting to him, it's a testament to his leadership that he has been able to get his team to subscribe to his vision

of helping customers transform their businesses through the intersection of IT, business process, and consulting.

Building the life-sciences practice at Cognizant and developing the team of experts who

support the company's solutions — are career highlights for Srivatsan.

He has been instrumental in setting up and integrating centers of excellence (CoE) specific to the life-sciences area, such as sales and marketing, clinical, and pharmacovigilance.

Helping customers to transform their businesses is, he says, challenging but also rewarding. For example, in starting a clinical operations practice, Srivatsan had to build an IT and business process team who could successfully deliver functional services for clinical operations organizations. He and his team had to bring process rigor, business execution domain, and innovation to deliver a more efficient solution for the customer.

Transformation is important in an environment of slowing growth, increased cost pressure, and higher regulatory scrutiny, Srivatsan says. ♦

## Getting Personal with

## NAGARAJA SRIVATSAN

**FAMILY:** Wife, Son, and Daughter

**READING LIST:** Good to Great by Jim C. Collins; The Upside of Turbulence by Donald Sull

**HOBBIES:** Reading, music, playing the Indian drum

**GIVING BACK:** Mercy Home for Children; AIM India; American Cancer Society; Cognizant Foundation

**BUCKET LIST:** Create value for people and society

**INSPIRATION:** Mahatma Gandhi

**TOP IPOD DOWNLOADS:** Songs from Indian films

**MOST UNUSUAL PLACE VISITED:** Silk Alley, Beijing, China

**LIFE LESSONS:** Do what is right and best for customers

**UNDER THE CLOAK OF INVISIBILITY:** Attend a G7 Summit

## MARGARET LONG • THE LONG AND THE SHORT OF IT



Small in stature, though big in influence in the area of government affairs, Margaret Long has attracted attention for all the right reasons.

At Novartis, she won the Business Excellence Award three times — in 2002, 2004, and 2006. And at Astellas, where she is now senior national director of govern-

ment affairs, she was named Director of the Year in 2008, and she and her colleagues were given the Astellas Team Award that same year.

A caring individual, Ms. Long devotes her spare time to the Special Olympics and Children's Fund, saying she believes everyone deserves a chance to live up to their potential.

She says the best advice she ever received was to know what motivates those around you both personally and professionally so you can help them reach their goals and in that way reach your own. ♦

## Getting Personal with

## MARGARET LONG

**FAMILY:** Husband, Daughter, and Son

**HOBBIES:** Fiber arts

**GIVING BACK:** Special Olympics; Children's Fund

**BUCKET LIST:** Spend a summer in Italy teaching English as a second language

**SCREENSAVER:** Map of America with state flags

**LIFE LESSONS:** Know what motivates those around you, both personally and professionally, so you can help them reach their goals and in that way reach your own

## PAULASH MOHSEN • BIG ON IDEAS

## Getting Personal with PAULASH MOHSEN

**FAMILY:** Wife, Simeen; Son, Alex, 3

**READING LIST:** Train Your Mind, Change Your Brain, by Sharon Begley; Numbers Rule Your World by Kaiser Fung; The Silver Lining: An Innovative Playbook for Uncertain Times by Scott Anthony; Fathering Your School-Age Child: A Dad's Guide to the Wonder Years 3 to 9 by Armin Brott

**HOBBIES:** His son, writing a cloud-based smart phone application

**GIVING BACK:** Foundation providing educational opportunities for orphans; increasing computer literacy in remote villages

**BUCKET LIST:** Travel to Easter Island, Machu Picchu, Nova Scotia, Jordan's Petra, visit all continents, the

Seven Wonders of the Ancient World, and experience both the Arctic and Antarctic midnight sun and Northern and Southern lights

**INSPIRATION:** Steve Jobs, colleagues, managers, and Google leaders

**TOP IPOD DOWNLOADS:** Kindle, Shazam, entertainment for his son

**SCREENSAVER:** Tropical beach scenery

**MOST UNUSUAL PLACE VISITED:** Kulusuk, Greenland

**LIFE LESSONS:** Recognize the importance of context in which your business operates by getting broad exposure early in your career, rather than focus on functional expertise

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

Ideas seem to come easily to Paulash Mohsen. But what really inspires this young Pfizer innovator is people who turn their great ideas into reality.

He counts among these innovators the peo-

ple he works alongside every day, some of his managers, as well as Apple's Steve Jobs and the Google leaders.

Mr. Mohsen has been an ideas man within Pfizer since joining the company in 2003.

From sales to business strategy to primary care and now to multi-channel management, Mr. Mohsen has been turning ideas into reality time and again.

He is fascinated by technology and says if he weren't in the pharma industry he would likely be drawn to any pursuit where changes in technology drive changes in behavior. In fact, he is already in the process of writing a smart-phone/cloud-based application in his free time.

It's his belief in the opportunities that technology and knowledge presents to all people that has spurred him to become involved with charities that increase computer literacy in remote villages across the globe, and in supporting a foundation to provide educational opportunities to orphans. ♦







## CAROL WELLS • PASSION FOR THE JOB

Carol Wells loves what she does. She has been a sales representative, account manager, product manager, and sales trainer, and she has held field management positions ranging from district manager to director of sales.

In addition, Ms. Wells was director of national accounts at Sanofi-Aventis and general manager/VP of sales and marketing at Elan.

But she admits a real fondness for a 1981 sales meeting while at what was then Aventis: that was where she met her husband.

Strong leadership skills have enabled Ms. Wells to adeptly manage through mergers and acquisitions, and to ensure excellent results in multiple areas of the pharma business, including leadership and sales management; sales and management training; team building and people development; marketing; compliance;

### Getting Personal with **CAROL WELLS**

**FAMILY:** Husband, Phil; Daughters, Caitlin and Olivia

**HOBBIES:** Art collecting, following professional sports

**GIVING BACK:** American Cancer Society Relay for Life; Multiple Sclerosis Society; Bonnie J. Adario Foundation; American Red Cross Blood Drive

**BUCKET LIST:** Buying a house in Arizona; increasing hours of volunteering

**INSPIRATION:** Her administrative assistant, Maureen George, and her family

**TOP IPOD DOWNLOADS:** Carrie Underwood, Faith Hill, Tim McGraw, Rascal Flatts

**SCREENSAVER:** A Caribbean beach scene

**MOST UNUSUAL PLACE VISITED:** The Mayan ruins in Mexico

**LIFE LESSONS:** Tomorrow's promised to no one, so live each day as if it were your last — her father

**UNDER THE CLOAK OF INVISIBILITY:** A front row seat at The Today Show

turnaround management; creativity, innovation, and process re-engineering; strategic planning; recruiting and staffing; and budget management.

She finds inspiration at work — from her administrative assistant, Maureen George — and at home, from her husband and children.

Ms. Wells serves on the San Francisco Healthcare Businesswomen's Association

board of directors and is an officer in the Society of Pharmaceutical and Biotech Trainers Association (SPBT). She gives back countless hours to her community as well.

A cause that is particularly close to her heart is cancer research, having lost both her parents to the disease and being married to a cancer survivor. ♦

## DR. CHRISTINA FLEMING • TEAM EXCELLENCE



The list of achievements that Christina Fleming, Ph.D., has to her name is hugely inspiring to colleagues and clients alike.

With an organized, conscientious, and self-motivated approach to work, combined with an innate ability to work

well with a wide range of personalities, Dr. Fleming has time and again built effective teams in the pharma and biotech industry.

She has led, managed, and built a consultant outsourcing division, consisting of medical writing, clinical monitoring, medical monitoring, safety operations, regulatory affairs, quality assurance, and biometric services.

She has led and built a global pharmacovigilance team, consisting of more than 100 employees, in a large pharmaceutical and device company.

She has built five medical writing teams, varying in size from three to 90, in five different pharmaceutical industry environments, including Pharmacia, NeoPharm, TAP Pharmaceuticals, Baxter Healthcare, and now Delta Pharma, where she is VP of outsourcing.

Dr. Fleming has prepared operations and logistics teams for FDA Advisory Committee meetings.

In addition, she has prepared a vast array of regulatory documents and submissions, helped to ensure timeliness with submission preparation, and led clinical and project teams.

Given her vast experience in building teams, Dr. Fleming says it is incumbent upon companies to learn how to adequately resource project teams, in terms of both headcount and budget, to ensure quality deliverables in a timely manner.

In everything she does, she takes a deeply analytical approach to her work, ensuring projects are data and fact-driven. At the same time, Dr. Fleming has a healthy sense of

### Getting Personal with

#### **DR. CHRISTINA FLEMING**

**FAMILY:** Husband, David Giesinger; Son, Nicholas, 3

**READING LIST:** Drink to the Lasses by Mary Beth Ellis

**HOBBIES:** Biking

**GIVING BACK:** St. Jude's Children's Hospital

**BUCKET LIST:** Visit Australia

**INSPIRATION:** Women in leadership roles

**TOP IPOD DOWNLOADS:** Country and New Age music

**SCREENSAVER:** Her son riding his bike

**MOST UNUSUAL PLACE VISITED:** Lourdes

**LIFE LESSONS:** Don't take things so seriously

**UNDER THE CLOAK OF INVISIBILITY:** Visit a tropical island for a while

humor, saying although it's important to take work seriously it is also important to be able to laugh in tense situations. ♦

# DAVID EPSTEIN • PATIENT-DRIVEN

## Getting Personal with

### DAVID EPSTEIN

**READING LIST:** Two Cures for Love: Selected Poems, 1979-2006, by Wendy Cope; Into Thin Air by Jon Krakauer; The Road by Cormac McCarthy; Great Business Teams by Howard Guttman; Blink: The Power of Thinking Without Thinking by Malcolm Gladwell; and The Art of War by Sun Tzu

**HOBBIES:** Reading, exploring Europe and Switzerland

David Epstein is driven to win on behalf of patients. The enormous scientific understanding and tools that can be leveraged to discover and develop new therapies, he believes, radically changes the outlook for hundreds of thousands of patients.

There are many hurdles that stand in the way of turning great science into therapeutics, but he says now, more than ever, there is the possibility to build a driven and yet collabora-

tive environment that makes developing and launching these new medicines possible.

Being associated with breakthroughs such as Gleevec, Afinitor, FTY720 and others provides Mr. Epstein with the energy to do it again and to continue to win the race to market, getting medicines into the hands of patients as soon as possible.

As head of the Novartis Pharmaceuticals Division and member of the executive committee of Novartis, he would like to continue the company's track record of more FDA and EMA approvals than any other company.

He truly believes Novartis is uniquely positioned to be part of the dramatic shift currently under way in the practice of medicine.

He says the industry can help drive better diagnosis and treatment, and ultimately help improve patient outcomes, by leveraging its experience in pioneering targeted therapies and looking at disease areas, no matter how small the market size, where it has an under-

standing of the science and of the disease. In short, he wants Novartis to do a better job of leveraging the genomics revolution and matching the right drug to the right patient for the right amount of time.

In the near term, he is excited by medicines in the pipeline, which are expected to be brought to market soon. Under his guidance are 135 projects in pharmaceutical clinical development, 58 of which are new molecular entities, and he expects to file up to five submissions in the United States, European Union, and Japan this year.

Mr. Epstein draws inspiration from the physician scientists at the company and those they collaborate with. ♦



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**DR. GRAHAM BUNN • SETTING THE STANDARD**

As one of CDISC Europe's founding fathers, the contributions of Graham Bunn, Ph.D., to the clinical standards community are impressive. Dr. Bunn took CDISC from strategy to actual development, aligning clinical standards across Europe with those in the United States and unifying an international community. In doing so, Dr. Bunn was able to further streamline and regulate an industry that was in the beginning stages of major clinical technology breakthroughs.

His continued commitment to the CDISC community is evident through his frequent involvement in CDISC Interchanges worldwide. Dr. Bunn is also a charter CRO member of the eClinical Forum, through which he has actively gained feedback from thousands of sites and sponsors to glean insights from a broad range of clinical research experiences.

He has scrutinized and applied this practical knowledge to drive the development of EDC technology and, importantly, the process changes required to successfully implement technology solutions to achieve maximum benefits in clinical trial research.

As his focus shifted from delivering global EDC solutions within a CRO to partnering with the CRO market on behalf of an e-clinical solutions provider, Dr. Bunn again garnered feedback straight from the source, ensur-



ing that Medidata's products, services, and contracting terms were geared toward CROs to provide them with the best program possible.

As VP of partnerships at Medidata Solutions Worldwide, Dr. Bunn helped revolutionize CRO and EDC vendor relationships by positioning Medidata's partner program to establish long-term channel partnerships with CROs and provide in-depth training programs tailored specifically for CROs and with benchmark testing at all levels.

Dr. Bunn personally meets with Medidata's channel partners at least every six months to stay engaged and remain true to his philosophy behind maintaining solid client relationships: you only get out of a partnership what you put in, and it's important to work through both the good and hard times together.

Beyond his role at Medidata, Dr. Bunn continues to inspire others as a member of DIA and has chaired and presented at many industry seminars on EDC, e-clinical, and IT for DIA, CDISC, VIB, ACDM, and IIR.

Giving back outside of the industry is equally important to Dr. Bunn. He is involved with World Vision, a Christian charity that provides help to needy communities around the world. Instead of providing short-term relief, World Vision is focused on helping communities overcome poverty by re-build-

**Getting Personal with****DR. GRAHAM BUNN**

**FAMILY:** Wife, Deborah, two children, Matthew, 23, and Nicole 21

**READING LIST:** Quantum by Manjit Kumar; Pamicology by Simon Bridge and Hugh Aldersey; Good to Great by Jim Collins; I Know You Got Soul by Jeremy Clarkson

**HOBBIES:** Walking in the countryside, sports, reading, cars

**GIVING BACK:** World Vision

**BUCKET LIST:** Ride in a hot air balloon over the Africa plains; learn to ride a horse; see the Pyramids; travel to New Zealand and Latin America, especially the Mayan temples; swim with dolphins; learn to sail

**INSPIRATION:** Dennis Gillings, CEO, Quintiles; Tarek Sherif, CEO, Medidata; Glen de Vries, President, Medidata

**TOP IPOD DOWNLOADS:** Pink Floyd, Santana, R.E.M., Sting, The Subways, Amy Winehouse, Coldplay, Madonna, a few Classical albums, and even some Opera

**SCREENSAVER:** An aerial view of London taken from a recent helicopter ride to celebrate reaching 50 years of age

**MOST UNUSUAL PLACE VISITED:** Seoul, South Korea

**LIFE LESSONS:** Enjoy life today

**UNDER THE CLOAK OF INVISIBILITY:** 10 Downing Street, London

ing their lives through more unusual donations such as chickens and goats, as well as mosquito nets and clean water. ♦

**ANGELA MICCOLI • GLOBAL EXPERTISE**

Throughout her career, Angela Miccoli has held a variety of business development positions. One of the biggest highlights of her career — the culmination of all that she had learned along the way — was the execution of a global partnership agreement between a top 10 life-sciences company and Cegedim Dendrite.

The deal required many months of negotiations and the involvement of many people with a myriad of backgrounds working together toward a common goal. In the end, everyone's hard work, determination, talent, and desire to deliver a truly unique solution became visible to the client. Cegedim Dendrite won the business and is now implementing the strategy.

She applies her global insights to addressing evolving customer needs. Her creativity and input are greatly appreciated by Cegedim Dendrite's solutions development unit, which allows the companies to meet the life-sciences industries' needs and grow the company and market adoption of its solutions.

As the recently named new president of the Americas, Ms. Miccoli's positive attitude, energy, and genuine concern for her teams are already generating an infectious enthusiasm around her vision for the company's growth potential.

She believes the end of the blockbuster drug era and the shift to secondary-care medicine — in parallel with generics penetration as well as the increased focus on consumer care — will continue to redefine the landscape and companies need to have the right strategies in place to succeed in the future. ♦

**Getting Personal with****ANGELA MICCOLI**

**FAMILY:** Married, Son, 7, Daughter, 4

**READING LIST:** The Art of War by Sun Tzu; New York Trilogy by Paul Auster; One, No One & One Hundred Thousand by Luigi Pirandello

**HOBBIES:** Reading, shopping, photography

**GIVING BACK:** UNICEF

**BUCKET LIST:** Live by the sea and write a novel

**TOP IPOD DOWNLOADS:** Purple Rain by Prince; I Will Survive by Gloria Gaynor; La Traviata — Verdi's Opera

**MOST UNUSUAL PLACE VISITED:** Venice

**LIFE LESSONS:** Life is what you make it

**UNDER THE CLOAK OF INVISIBILITY:** Watch her kids

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