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## Taking Inspiration to the Next Level

**THIS IS OUR FAVORITE ISSUE OF THE YEAR, AND WE HOPE IT'S YOURS TOO.** It has been a joy and a privilege to have had a chance to get to know this year's PharmaVOICE 100. They certainly illustrate what it means to think bigger, do more, and lead with passion and integrity. It's no surprise that you, our readers, have identified this year's class as some of the most inspiring, motivating, and outstanding leaders in the life-sciences industry.

This special issue, now in its seventh year, has become one of the most-anticipated publications of the year. And it is our extreme pleasure to once again showcase these men and women who are providing exemplary leadership, driving change, innovating in the clinic and the market, and fostering relationships to position the industry in the best way possible to serve the ultimate stakeholders: patients.

This special publication, which has become known as the feel-good issue of the year, is packed with in-depth profiles showcasing each leader's story. To make the issue easy to navigate, we have divided the honorees into categories that we believe best capture their expertise, which is no easy feat as each of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, clinical specialists, researchers and scientists, marketers, patient advocates, and technologists.

With thousands of nominations to consider, our editorial team relies on the personal accounts from our readers that describe why these individuals are special. So we thank all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference in your careers, lives, and organizations. We also want to thank all of our PharmaVOICE 100 honorees for taking the time to share their personal stories with us.

Please join us in extending warm congratulations to our esteemed group. I hope you enjoy getting to know them as much as we did; send us your feedback. Don't forget to check out the exclusive bonus content found only in our digital edition, which can be accessed via the QR code at the end of each profile. We can't wait to see who makes next year's list. Submit your nominations for 2012 now.

*Regards,*

Taren Grom  
Editor



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### Their Word...

**DENISE MYSHKO**

Managing Editor



*I'm inspired by the commitment this year's PharmaVOICE 100 honorees have made to giving back to their communities.*

**ROBIN ROBINSON**

Senior Editor



*When I read the PV 100, I am humbled by the number of people in this industry who get up every morning with the intent to make lasting contributions to healthcare. From science to sales, molecule to market, they are adept at making a difference.*

**KIM RIBBINK**

Features Editor



*I am inspired by the leaders who step out of the comfort of their own successes to help others, however big or small that contribution.*

**CAROLYN GRETTON**

Contributing Editor



*I am truly impressed by the creativity and innovation represented by the PV 100, as well as their dedication to the people around them.*

### COMING in September

- > Customer-Centric Segmentation: Physician/Patient Targeting
- > Mentoring
- > Regenerative Medicine
- > Emerging Market — Mexico
- > Showcase Feature — Data Management