

> Determined Drivers

These life-sciences executives are navigating the bumps and curves of today's road to industry success with fearless confidence and inventive maneuvering.

Calep A. (Joe) BOYD III

DID YOU KNOW?

Joe Boyd started out in radio as a country-western DJ.



Joe Boyd has created a work environment in which employees can learn, flourish, and take pride in the excellence of their work and their relationships with clients.

DETERMINED. JOURNALISTIC.

NAME: Calep A. (Joe) Boyd III

CURRENT POSITION: CEO, MCS Healthcare Public Relations

DATE AND PLACE OF BIRTH: May 30, 1953; Martinsville, Va.

EDUCATION: B.A., University of Florida

FIRST JOB: Paper route

FIRST INDUSTRY-RELATED JOB: Director of Public Relations, Ciba-Geigy

ALTERNATIVE PROFESSION: Tugboat captain

PROFESSIONAL MENTOR: Skip Ragland, Ciba-Geigy

GIVING BACK: His church, the Somerset Hills YMCA, the Somerset Medical Center, and the Somerset Hills Handicapped Riding Center

WORDS TO LIVE BY: Life is not a dress rehearsal

AHEAD OF THE CURVE

The journalist in Joe Boyd is never far from the surface when it comes to leading MCS Healthcare Public Relations.

Mr. Boyd's mandate to the MCS team is to know everything and stay ahead of the curve on all the emerging trends and issues affecting every aspect of their clients' business: medicine, the media, the regulatory environment, and their respective markets. His charge is that not only should a healthcare PR professional be able to interpret the results of a clinical study, but also determine how those data will impact the market and every one of the client's stakeholders. His seasoned mastery of the medical and business sides of the industry

has enabled Mr. Boyd to become both a trusted colleague and a good friend to many thought leaders and healthcare journalists.

For more than 25 years, through every conceivable challenge, Mr. Boyd has grown the company from a two-person shop to a formidable agency that regularly competes, and wins, against the top New York firms.


Mr. Boyd inspires his staff and clients with his strategic approach, outside-the-box thinking, and visionary perspective on the constantly evolving pharma business.

Award-winning programs developed by Mr. Boyd and his team have helped clients meet their marketing goals, influenced the way

health conditions are treated, and helped to educate and empower patients to live better lives.

Throughout the agency's history, Mr. Boyd and his team have had assignments that involve changing the practice of medicine, and each of those experiences has been a highlight. A prime example for him was the work MCS did in the late 1990s to introduce to the market Activase/t-PA for stroke, the first-ever emergency therapy for acute ischemic stroke. Some 15 years later, MCS is still working with the Activase team at Genentech.

The biggest challenge, he believes, is helping companies launch their first products. It is in those situations that the science, the personal commitment, and the risk come into a very tight circle. Even if the science is really good it can be a very complex task.

In the course of his career, Mr. Boyd has seen tremendous change in the life sciences and the impact the industry has had on society. In the coming years not only will science continue to advance, the issues associated with science, the ways in which healthcare is marketed to the public — in fact, just about everything associated with healthcare — are going to undergo profound changes. He wants to be a part of that change. 



Rick KEEFER

ONE STEP AHEAD

There's a fine balance between knowing when to make strong decisions and when to seek assistance. Rick Kefer has this balance just right.

To Mr. Kefer, problems are opportunities. His vision, leadership, and approach to change have transformed Publicis Touchpoint Solutions into a vibrant, successful organization.

Although he has been in the industry for a long time, he is always keeping abreast of changes and has an uncanny ability to foresee changes two to three years in advance.

He thinks outside the box and puts an emphasis on innovation. Mr. Kefer is able to make new connections between unrelated subjects, leaving behind previously learned habits in the search for new perspectives. His expertise in the areas of technology, multi-channel, and cross-channel marketing are noteworthy. The innovative way he approaches blending the contact center, nonpersonal promotional, clinical teams, and outside sales force solutions have helped to drive cutting-edge solutions for clients. This has delivered to clients flexibility in their models, coverage during vacancies, and customized levels of support to a wider range of professionals. Mr. Kefer understands the prescriber dynamic, and he has developed integrated marketing approaches that fit prescriber preferences.

Technology is advancing at an unprecedented pace and has been steadily weaved into the business world, providing new opportunities daily. Mr. Kefer understands the magnitude of keeping up with its ever-changing path. He has brought in experts and consultants to help drive this technical enterprise and continue its growth. Over the past few years, Mr. Kefer has transformed Touchpoint's businesses, and he continues to do so in all aspects by focusing on operational efficiencies throughout the company.

Mr. Kefer has an unwavering customer focus. He believes in a clear vision, appreciates his client partnerships, and knows how he

will measure success. He demands brutal honesty from his team, customers, and employees. This is non-negotiable to him. He bases all his

CREATIVE. RELENTLESS.

NAME: Rick Kefer

CURRENT POSITION: President and CEO, Publicis Touchpoint Solutions

DATE AND PLACE OF BIRTH: Sept. 14, 1952; South Charleston, W.Va.

EDUCATION: B.S., Marketing and Accounting, West Virginia State University

FIRST JOB: Mowing lawns and a morning paper route at age 12

FIRST INDUSTRY-RELATED JOB: Sales representative for A. H. Robins Company

ALTERNATIVE PROFESSION: Furniture designer

PROFESSIONAL ASSOCIATIONS: Healthcare Businesswomen's Association

GIVING BACK: National Breast Cancer Association; Isles; Alzheimer's Association; American Heart Association

WORDS TO LIVE BY: Actions speak louder than words

interactions on integrity. Consistently soliciting ideas and opinions from his colleagues, Mr. Kefer has established a culture that challenges the norm. By holding workshops, rewarding ideas, and involving every single person in the company, he motivates his employees to want to be inventive.

And while he is laser-focused on achieving the company's goals and objectives, he never loses sight of those who are running the day-to-day business.

He strives for open and honest communication to cultivate relationships built on trust and integrity.

With an abiding respect for diversity, Mr. Kefer believes that combining cultures, domains, and disciplines is the best way to establish new concepts and form great ideas. These qualities have earned him the respect of his employees and customers.

Colleagues say his leadership allows them to understand their own value to the organization and how they have a positive impact, both internally and externally. **PV**



Rick Kefer has the qualities the industry needs in its leaders: moral values, ethics, and integrity.

DID YOU KNOW?

Every Christmas, Rick Kefer and his wife settle in to watch Frank Capra's *It's a Wonderful Life*, with the remarkable Jimmy Stewart.



Randall L. CARPENTER, M.D.

LEADING A SEA CHANGE FOR INTELLECTUAL DISABILITY

Resilience and innovation have brought Randall Carpenter, M.D., to where he is today: leading a company with a mission to improve lives for those with intellectual disabilities.

Together with MIT neuroscientist Mark Bear, Ph.D., he founded Seaside Therapeutics and convinced others that intellectual disability and autism are not immutable, that the molecular causes can be treated, and that there is a real potential for improving function as well as quality of life for these underserved patient populations.

Dr. Carpenter and his team are leading a paradigm shift in the way people think about intellectual disabilities, such as Fragile X and autism spectrum disorders. Scientific advances led by Seaside have unlocked the core pathophysiology of Fragile X and are enabling the development of therapeutics aimed at treating the underlying causes of neurodevelopmental disorders rather than just treating the associated symptoms. Researchers believe these findings may have implications for the treatment of other neurodevelopmental disorders too, especially autism.

Dr. Carpenter says when they founded Seaside Therapeutics it was the only company focused on developing therapeutics designed to treat the molecular causes of autism and other neurodevelopmental disorders. The immense sense of responsibility for helping to improve the quality of life for millions of children was overwhelming, humbling, and daunting. The entire company continues to feel a tremendous sense of responsibility to lead the way and encourage others to focus on developing novel therapeutics for this huge, unmet medical need.

Initial results suggest that Seaside's approach will be successful and Dr. Carpenter is optimistic that Seaside's therapeutics will significantly benefit these children and their families.

Today, the biggest challenge is to acquire sufficient funding to build a sustainable translational research effort. He says one of the biggest challenges for life-sciences companies in general is the disconnect between the long-

Dr. Randy Carpenter is a true inspiration to many in the industry and, most importantly, to the families who follow the medical progress that Seaside makes every day.



DID YOU KNOW?

Though a confessed science geek, if Dr. Randy Carpenter weren't running a life-sciences company, he'd like to try his hand at being a professional musician.



term investment needed to develop novel therapeutics and the short-term focus of investors.

Today, Seaside is on the verge of pioneering a paradigm shift in neuropsychiatric drug discovery and development. The convergence of advances in genetics, molecular biology, neuroscience, and informatics enable, for the first time, a comprehensive scientific approach to understanding the fundamental pathophysiology of neuropsychiatric diseases. Rather than focusing on late-stage manifestations of disease (behavior and symptoms), scientists can now target the underlying molecular mechanisms and, hopefully, modify the course of the illness.

Dr. Carpenter has a knack for creatively integrating large, seemingly conflicting sets of data into a theoretical framework that is interpretable. He combines this with fierce determination to succeed in the face of adversity.

INNOVATIVE. RESILIENT.

NAME: Randall L. Carpenter, M.D.

CURRENT POSITION: Co-founder, President, and CEO, Seaside Therapeutics

DATE AND PLACE OF BIRTH: September 1953; Pontiac, Mich.

EDUCATION: M.D., University of Michigan Medical School, 1978

FIRST JOB: Caddie, Orchard Lake Country Club, Orchard Lake Michigan

FIRST INDUSTRY-RELATED JOB: Associate Director, Clinical Research, Astra Pain Control

ALTERNATIVE PROFESSION: Professional musician


PROFESSIONAL MENTORS: Frank Baldino and Scott Minick

GIVING BACK: Best Buddies, Evans Scholars Foundation

AWARDS: 2010 Pioneer Award, FRAXA Research Foundation

Dr. Carpenter's leadership and passion has been recognized not only by colleagues and peers but also by advocacy groups. In 2010, Dr. Carpenter received the Pioneer Award from the FRAXA Research Foundation for his efforts to translate basic science discoveries into novel therapeutics for individuals with Fragile X syndrome. But hopefully, his best accomplishment is yet to come. Seaside recently put a candidate into pivotal studies in Fragile X syndrome and Phase IIb studies in autism.

Dr. Carpenter inspires many in the industry, but most importantly, he is an inspiration to the families that follow the progress that Seaside makes every day in forwarding the science that will hopefully make a difference in their lives and the lives of their children.

Giving back is important to Mr. Carpenter, who raises money for the Best Buddies organization because his sister has an intellectual disability and her Best Buddy has a major impact on her quality of life. He cycled 100 miles to raise money for the organization on June 4 in the Hyannis Port Best Buddies Challenge, and he was one of the top individual fundraisers for this event. Team Seaside Therapeutics had a very good showing. He is also involved in the Evans Scholars Foundation, an organization that provided him with a college scholarship that truly changed his life. 



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Ryo **KUBOTA**, M.D., Ph.D.

LONG VIEW

Establishing and advancing a life-sciences company takes courage, patience, focus, and self-awareness. Ryo Kubota, M.D., Ph.D., knew he had to possess all of these traits before leaving academia to become an entrepreneur.

Despite words of caution from well-meaning associates, Dr. Kubota was determined to build a different kind of life-sciences company. In 2002, he realized his vision when he founded Acucela Inc., a biotechnology company dedicated to developing new treatments for blinding eye diseases.

His dream stemmed from his years as an accomplished practicing ophthalmologist and eye surgeon, when all too often he had to inform a patient about a serious eye disease for which there was no therapy.

Today, Acucela is addressing some of the largest and most clinically relevant vision-impairing conditions, including dry age-related macular degeneration, the leading cause of blindness in people over 50. While there is currently no approved treatment for dry AMD, Acucela

has a therapy in Phase II clinical trials, an achievement Dr. Kubota considers to be the highlight of his career to date. It is this type of innovation that he believes is sorely lacking in the industry, but Dr. Kubota is not about to rest on his laurels.

Building Acucela to where it is today hasn't been without its challenges, with the toughest being building a strong organization, staffed not only by people who are highly competent but who fit the company culture.

That culture thrives under a leader who believes mentoring is critical to realizing a competitive advantage. He says in a constantly changing business environment, it is imperative to continue to learn, grow, and adapt.

Under Dr. Kubota's courageous and innovative leadership, Acucela is poised to grow and advance its mission of protecting the vision of patients across the globe. His next goal is to take the company's lead product to commercialization.

DID YOU KNOW?

Dr. Ryo Kubota performed eye surgery on a movie director, who went on to win an award at the Cannes Film Festival.



Dr. Ryo Kubota pushes boundaries, asks compelling questions, and strives to do things differently.

Dr. Kubota believes in thinking differently. Not only has he taken a leap with an entrepreneurial company, he is also one of the few CEOs in the pharmaceutical industry with his own blog.

Perhaps what has helped him most is following some very sound advice from one of his mentors: to let go of successes in order to achieve something new. **PV**



Donna Cryer has thrust herself into the forefront of patient and healthcare policy with amazing stamina, credibility, and results.

Donna Renee **CRYER**
PASSION FOR ADVOCACY

Being the change you want to see in the world" are the words Donna Cryer lives by. Driven by a desire to impact change, rather than the bottom line, Ms. Cryer has

created a firm owned and led collaboratively by a patient and physician.

CryerHealth, which Ms. Cryer runs in partnership with her husband, Dennis Cryer, M.D., provides advocacy and alliance development expertise to pharmaceutical, biotechnology, and diagnostic companies as well as patient and physician associations locally and globally.

Her first-hand experience, being a liver transplant patient, has instilled in her an unparalleled compassion and understanding of the patient experience.

Ms. Cryer is a true patient advocate. Her passion for improving the delivery of healthcare is palpable.

She is an ardent spokesperson for patients and physicians; she is genuinely committed to equipping, enabling, empowering, and engaging patients so that they have a voice in healthcare decision-making.

One of the smartest, most eclectic, and creative leaders in healthcare, Ms. Cryer can look at any problem and immediately provide a fresh perspective to create a new approach. She is also extremely well-connected and boasts an impressive network of thought leaders to tap for insights into a particular challenge.

Through her can-do attitude and her ability to connect with people, Ms. Cryer has cre-

RESILIENT. DECISIVE.

NAME: Donna Renee Cryer

CURRENT POSITION: CEO, CryerHealth

DATE AND PLACE OF BIRTH: July 1970; Waterbury, Conn.

EDUCATION: A.B., Harvard; J.D., Georgetown University Law Center

FIRST JOB: Personal shopper, Macy's

FIRST INDUSTRY-RELATED JOB: Patient affairs specialist, United Network for Organ Sharing

ALTERNATIVE PROFESSION: Television studio chief

PROFESSIONAL MENTORS: David Bradley, founder, Advisory Board Co., and Chairman, The Atlantic Media Group; Laurie Cooke, CEO, HBA; Susan Torroella, COO, Medex Global Group; Dr. Freda Lewis-Hall, Chief Medical Officer, Pfizer; Richard Levick, CEO, Levick Strategic Communications; Wayne Pines, Chairman, Medstar Health Research Institute

PROFESSIONAL ASSOCIATIONS: Healthcare Businesswomen's Association (HBA), Women Business Leaders of the US Healthcare Industry Foundation (WBL), Virginia State Bar Association, American Society of Association Executives (ASAE)

GIVING BACK: American Liver Foundation (chairman of the board); Calvary Women's Services

WORDS TO LIVE BY: What He commissions, He empowers

DID YOU KNOW?

Donna Cryer is a student of the history of television, has collected the TV Guide Fall Preview issues for more than a decade, and if prompted can sing more than 20 TV theme songs.



NAME: Ryo Kubota, M.D., Ph.D.
CURRENT POSITION: Founder, Chairman, President, and CEO, Acucela Inc.
DATE AND PLACE OF BIRTH: October 1966; Kyoto, Japan
EDUCATION: Ph.D., Molecular Biology, Keio University, 1999; M.D. and B.S., Keio University, 1991
FIRST JOB: Newspaper boy
FIRST INDUSTRY-RELATED JOB: Acucela
PROFESSIONAL MENTORS: David Fanning, CEO, Theraclone
PROFESSIONAL ASSOCIATIONS: American Academy of Ophthalmology (AAO); Association for Research in Vision and Ophthalmology (ARVO); Japanese Ophthalmological Society; Keio Medical Society; The Japan Ophthalmologists Association; Young Presidents' Organization
GIVING BACK: Japan American Society
WORDS TO LIVE BY: Think differently
AWARDS: Suda Award for glaucoma research, Japan Glaucoma Association, Keio University; Sanshikai Award, Keio University; Stevie Distinguished Honoree in Executive of the Year in North America in The 2010 International Business Awards; Finalist, Ernst & Young Entrepreneur Of The Year Award, Pacific Northwest, 2010 and 2011

ated compelling offerings and met a market need.

Her company is an invaluable port of call for patients in need of advocates and companies that want to work with patients, physicians and other stakeholders in healthcare more productively.

She believes the challenges for pharmaceutical companies in the current regulatory environment is to be more transparent and more authentic in their interactions with patients and physicians and to provide unique value that improves health at the individual and system levels.

According to Ms. Cryer, the passage of the Patient Protection and Affordable Care Act will change the dynamics and incentives in healthcare irrevocably.

She believes it is up to each stakeholder group to work with the government to ensure that the changes live up to their potential to improve care.

One of the great highlights in Ms. Cryer's career came when she was recruited as a Patient Representative for the U.S. Food and Drug Administration. Her selection for this role was a result of her passion, objectivity, and community, involvement coupled with her knowledge of patient issues and her patient-centered focus.

The program turns to Ms. Cryer as a participant and presenter at workshops and webinars, and as a panel member for advisory committee meetings. **PV**



Harris KAPLAN

UNCOMMON INNOVATOR

Success is measured by a person's ability to take advice without feeling threatened or stupid. That's the great advice Harris Kaplan has taken to heart, helping him to succeed in business time and again.

Mr. Kaplan has always taken seemingly insurmountable challenges in stride, while making an indelible mark on the people around him and the industry he serves.

Mr. Kaplan is an innovator who uses an uncommon, yet very effective approach to uncover meaningful issues impacting brand growth that exist below the surface, helping to guide strategic decisions with senior marketing leaders.

While the advice Mr. Kaplan and his team offer may not always be what clients expect, it can be trusted to come with experience and the client's best interests at heart.

Standing out isn't always easy, and Mr. Kaplan maintains his toughest challenge has been trying to make Healogix a success by being new and innovative at a time when the industry says it wants change but embraces the traditional.

During his career, Mr. Kaplan has helped to launch more than 100 brands, including Nexium, Crestor, Lipitor, Seroquel, Rituxan, Herceptin, and Viagra. He has also helped pharma save millions by quickly killing many products that he knew would not succeed before companies invested lots of money in Phase III trials.

Clients applaud his ability to bring a fresh, although practical, view to situations.

He considers his role in helping to launch

these products the real highlight of his career, because of the impact they have had on improving the lives of millions of people.

What stands out most for him is the launch of Nolvadex to treat breast cancer. Mr. Kaplan was 26 at the time and at the launch meeting, someone stood up and said he wondered if he might not have lost his wife three years earlier to breast cancer if this drug had been on the market when she was diagnosed. He describes it as an example of the pharmaceutical industry at its best and an industry he has given his heart and soul to as a result.

The biggest challenge for the industry, he says, is finding a clinical development and commercialization model that works in a time when marketing is increasingly under scrutiny by regulators, and healthcare decision-making will be increasingly dominated by decisions of third-party payers and patients. **PV**



When it comes to delivering meaningful insights and brand strategies, Harris Kaplan excels at both.



ENTREPRENEURIAL. INNOVATIVE.

NAME: Harris Kaplan
CURRENT POSITION: President and CEO, Healogix
DATE AND PLACE OF BIRTH: Sept. 15, 1950; Philadelphia
EDUCATION: MBA, BBA, Marketing and Operations Research, Temple University
FIRST JOB: Mowing lawns and shoveling snow
FIRST INDUSTRY-RELATED JOB: Marketing research analyst, Stuart Pharmaceuticals division of ICI
ALTERNATIVE PROFESSIONS: Architect, author, sculptor
PROFESSIONAL MENTORS: Joe Migliara, Norm Miller, Steve Lubinski, and John Barber
GIVING BACK: Kernan Hospital, a specialty orthopedic hospital, part of the University of Maryland Hospital System
WORDS TO LIVE BY: It's no disgrace to try and fail, only to fail to try and the worst someone can say is no

DID YOU KNOW?

Harris Kaplan sold magazines door to door at age 14 and ran a lawn-mowing business at age 8.



Donna BEARDSWORTH

CLINICAL RESEARCH FRONTIERSWOMAN – IN MEMORIAM

DRIVEN. DEVOTED.

NAME: Donna Beardsworth

LAST POSITION: CEO and Founder, Beardsworth Consulting Group

DATE AND PLACE OF BIRTH: Sept. 20, 1956 - March 21, 2011; Danbury, Conn.

EDUCATION: B.S., Chemistry, M.A., Biology, Mount Holyoke College

PROFESSIONAL ASSOCIATIONS: SAFE, DIA, and WEBANK

For more than 25 years, Donna Beardsworth had a positive impact on the healthcare industry. As founder and CEO of Beardsworth Consulting Group, she led her company with vision, skill, and a devotion to making a difference through clinical research.

Colleagues say they continue to be inspired by her commitment to research, particularly in the field of oncology.

Ms. Beardsworth passed away unexpectedly in March 2011.

Ms. Beardsworth, who started her company in 1986 with 10 people focused on medical writing, led it to become an internationally recognized, full-service contract research organization with more than 50 employees and a network of more than 100 contract professionals.

A graduate of Mount Holyoke College, Ms. Beardsworth believed in the value of education and her commitment to learning continued through her involvement with industry organizations, including Barnett International, Drug Information Association, and The R.W. Johnson Pharmaceutical Research Institute.

Ms. Beardsworth began her career in the clinical research field at Massachusetts General Hospital. She was subsequently hired by Johnson & Johnson to manage programs in precocious puberty and hairy cell leukemia. These experiences gave Ms. Beardsworth a unique perspective into the challenges patients, sites, CROs, and sponsors face with clinical research.

Under her leadership, she grew Beardsworth into a CRO committed to oncol-

DID YOU KNOW?

Donna Beardsworth started her career in healthcare at Massachusetts General.



Donna Beardsworth was a champion of oncology clinical research.

ogy, newly emerging oncology vaccine therapies, and other complicated trials.


Long before patient-centric became an industry catchword, colleagues say Ms. Beardsworth incorporated the patient experience throughout the trial process. Recognizing the growing need for patient enrollment in clinical trials, she became an advocate of public education and awareness of the benefits of research participation.

In 2009, she founded OncologyOne, which strategically positioned Beardsworth and fellow regional CROs for global oncology projects.

Throughout her career, Ms. Beardsworth received many awards. In 2002, she received the Hunterdon County Chamber of Commerce Entrepreneur of the Year award in recognition of Beardsworth's growth and community involvement.

She served as past president of the Northern New Jersey Association of Clinical Research Professionals and she served as a member of multiple industry organizations, including the New Jersey Women President's Organization, Women's Business Enterprise National Council, Diversity Alliance for Science, and the Drug Information Association. She also served as treasurer and a valued member of the board of directors of SAFE of Hunterdon County (formerly Women's Crisis Services).

She was a scientific author, having been published in the prestigious New England Journal of Medicine, and she was a sought-after speaker who willingly shared her extensive knowledge of the industry.

As Beardsworth marks its 25th anniversary, colleagues say Ms. Beardsworth's vision remains the guiding heart of the company. 

What now?

The tyranny of the blank page haunts every marketer who needs fresh thinking to move business. Filling those pages is the reason Flaum Idea Group exists. From strategy to advertising to medical education to lifecycle management, our ideas break through silos to help brands grow. Now, Flaum Partners is Flaum Idea Group. Please join us in congratulating our founder, Sander A. Flaum, on his inclusion in the Pharma Voice 100. And come think bigger with us.



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Joe Daley's strategic guidance has helped others to progress masterfully in their careers.

Joseph J. DALEY

MOVING THE NEEDLE

DID YOU KNOW?

Joe Daley was a ball boy for the San Diego Chargers.



ACCESSIBLE. CURIOUS.

NAME: Joseph J. Daley

CURRENT POSITION: Group President, GSW Worldwide, North America

DATE AND PLACE OF BIRTH: October 1960; Woodland Hills, Calif.

EDUCATION: B.S., Microbiology, Arizona State University

FIRST JOB: Cleaning pools

FIRST INDUSTRY-RELATED JOB: Sales representative, Princeton Pharmaceutical Products, a division of E.R. Squibb and Sons

ALTERNATIVE PROFESSION: Drummer or sound engineer/producer

PROFESSIONAL MENTORS: Andy Panagy, Joan Keith, Dave Dempsey, Allan Brooks, Blane Walter, Phil Deschamps, and Alex Boyce

GIVING BACK: The American Cancer Society, St Jude's Hospital, The Cystic Fibrosis Society, and a local homeless foundation

WORDS TO LIVE BY: How do you eat an elephant? One bite at a time.

With an exceptional track record for leading businesses to operational success, Joe Daley has been instrumental in strengthening the agency's core capabilities and growing GSW's business in North America.

He helped build GSW to what it is today through his exceptional ability to develop new and expanding client relationships, manage operations for the agency's four North American offices, and drive growth.

The success that GSW has enjoyed is what excites Mr. Daley. He says the first time the company was recognized as an innovator was truly memorable because it seemed so unlikely that an agency born in Columbus, Ohio, would become an industry-leading pharmaceutical/medical advertising agency.

An industry visionary, Mr. Daley has a healthy amount of unrest that never allows him to be completely content with where the agency is.

He remains focused on GSW's business imperatives to ensure that at all

times the agency provides the value that can help move the needle for its clients' objectives and goals.

This energizes and inspires people at GSW to believe that if they search for a new idea or way of doing something, it can be implemented. Mr. Daley is a true advocate for fostering an entrepreneurial spirit. Also, he sets a bar for the type of employee and team dynamic GSW looks to embody in its culture and people.

Mr. Daley is a first-class leader who clearly communicates a vision and point of view on where the company is heading and leads by example by engaging himself in the advancement of the agency.

He has an ability to communicate and adjust his style to different audiences and experiences, and, most importantly, he can balance outward communications with active listening.

Outside of work, Mr. Daley has a real love of music and says if he wasn't in the industry, he'd enjoy being either a drummer or a sound engineer. **PV**



Philip Nason MCCREA



Philip McCrea is a multiplier, who creates genius around him and lets people shine as he guides them on their journey toward success.

DID YOU KNOW?

Philip McCrea competed in an Ostrich Race, but was thrown from his ride before the finish.



INDUSTRY EDUCATOR

If successful people have one common trait, it's an utter lack of cynicism. It's a saying that rings loud and clear when it comes to Philip McCrea, CEO of the interactive health education company ClearPoint.

Mr. McCrea builds energy in those around him, and he draws on his passion and determination to engage people around ideas and direction.

He empowers and supports his teams to make their own decisions. Open to all ideas, Mr. McCrea motivates employees by letting them know they are valued and that they all are true collaborators.

To Mr. McCrea, ClearPoint's greatest assets aren't the technologies that power the learning solutions, but the employees who power the ideas and work tirelessly to bring those new ideas to life for clients. He has found his

William Douglas HUMPHRIES

MORE THAN SKIN DEEP



Bill Humphries has always had his finger on the pulse of the dermatology industry.

DID YOU KNOW?

Bill Humphries learned to speak Spanish while living in Puerto Rico as a child.



In an industry beset by change, the characteristics that are most needed are resilience and the willingness to persevere. This sums up Bill Humphries, who says stress tolerance, patience, and a view to the end game of any objective are critical.

Working with Charlie Stiefel to build the company, then working with people at Glaxo-SmithKline to integrate and establish Stiefel as a dermatology leader, have been true career highlights for Mr. Humphries.

But the integration wasn't without its challenges. It meant taking a small privately held company and absorbing it into one of the largest global pharmaceutical companies in the world. While he says the values and passion for patients of both companies aligned, the devil was in the details and tapping into the key shared services at GSK to ensure that policies, procedures, and governance were in complete synch was a challenge.

niche with ClearPoint, which sits at the intersection of his three great passions: digital media, healthcare, and education.

Through innovative ideas, strong guidance, and clear direction, he is focused on building an organization that is the best in the world and that will live and thrive well beyond his contributions. It is Mr. McCrea's mission to build a truly global market leader to answer the industry's need for a global supplier of educational solutions.

Mr. McCrea's commitment to and belief in the importance of education is reflected in his philanthropic pursuits. He is a founding board member and actively involved in an educational nonprofit organization called The Library Project, which builds libraries within schools and orphanages across China. The organization has built more than 300 libraries across rural China to date with a dedicated staff and great volunteer support. At the local level, he coaches two soccer teams and in the winter he is a ski racing coach.

In addition, Mr. McCrea mentors a number of recent graduates from his alma mater, Middlebury College. He derives tremendous satisfaction from asking good questions and providing subtle guidance to the next generation of leaders. **PV**



ENERGETIC. PASSIONATE.

NAME: Philip Nason McCrea

CURRENT POSITION: CEO, ClearPoint

DATE AND PLACE OF BIRTH: July 1968; Minneapolis

EDUCATION: B.A. Economics, Middlebury College, 1991

FIRST JOB: Hay-baling business and split rail fence business

FIRST INDUSTRY-RELATED JOB: Marketing, Honeywell Europe

ALTERNATIVE PROFESSION: Teacher

PROFESSIONAL MENTORS: Bill George, Professor, Harvard Business School

GIVING BACK: Founding board member, The Library Project

WORDS TO LIVE BY: If successful people have one common trait, it's an utter lack of cynicism. The world owes them nothing. They go out and find what they need without asking for permission; they're driven, talented, and work through negatives by focusing on the positives. — Mike Zimmerman

AWARDS: E&Y Entrepreneur of the Year Finalist, 2010 NJ; multiple recipient of Inc. 500 Fastest Growing Companies Award; Fifty Fastest Growing Companies in NJ (NJBiz), 2010

RESILIENT. PASSIONATE.

NAME: William Douglas Humphries

CURRENT POSITION: President, Stiefel, a GSK company

DATE AND PLACE OF BIRTH: August 1966; Greenville, S.C.

EDUCATION: MBA, Pepperdine University; B.A., Bucknell University

FIRST JOB: Teaching tennis at Lawrenceville Tennis Camp

FIRST INDUSTRY-RELATED JOB: Pharmaceutical sales for the Herbert division of Allergan Inc.

ALTERNATIVE PROFESSION: Teach at the MBA level

MENTORS: His father, William T. Humphries; his wife; Kathy Feeny, Gary Wertz, Rich Ulmer, the late Lloyd Malchow, David Pyott, Mike Ball, Doug Ingram, Jeff Edwards, George Lasezkay, and Steven Pal — Allergan; Charlie Stiefel — Stiefel; Deirdre Connelly, David Redfern, and Jack Bailey — GlaxoSmithKline; Ed Allera, Esq., Patricia Walker, M.D., Stuart Maddin, M.D., Santo Costa, Esq., and Al Altomari

GIVING BACK: Board of Directors for the American Skin Association, the Children's Skin Disease Foundation, and Camp Wonder

WORDS TO LIVE BY: Life is 90% perspiration and 10% inspiration

Since Stiefel was acquired by GSK in 2009, Mr. Humphries has led the company to grow in the midst of a challenging economy and complicated integration.

Now 24 months into the integration, Mr. Humphries looks forward to reaping the rewards of being part of GSK, such as the benefits of its research to complement Stiefel's development expertise.

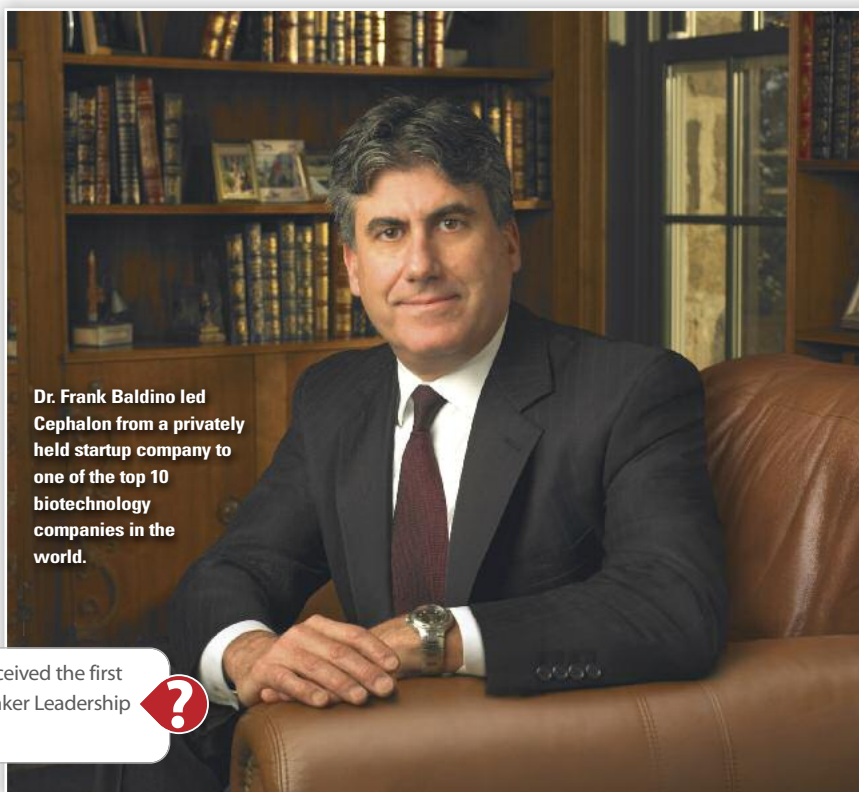
He's quickly taken advantage of the synergies of being part of a larger company. For example, immediately upon integration Mr. Humphries charged a team with reviewing a bank of 65 million molecules from GSK for potential dermatology indications, resulting in 22 potential new chemical entities in the dermatology category.

Even before the acquisition by GSK, Mr. Humphries has always had his finger on the pulse of the dermatology industry. With more than 20 years of experience in dermatology, he has built professional relationships with skin-health professionals that allows him an opportunity to listen to their needs and to the needs of patients, which allows Stiefel to deliver valuable solutions rather than simply products.

Mr. Humphries is passionate about the opportunity to work with leaders in this field. He says the challenge for the industry is to develop novel molecules with true new mechanisms of action to defeat diseases in new ways for patients and providers and to ensure that products are reimbursable to patients, payers, and providers.

This has been further emphasized by the passing of President Obama's legislation on healthcare reform. The true impact, benefit, and changes from this will be seen over the next three years and Mr. Humphries believe that the industry will need to transform to thrive. **PV**





Dr. Frank Baldino led Cephalon from a privately held startup company to one of the top 10 biotechnology companies in the world.

DID YOU KNOW?

Dr. Frank Baldino received the first Hubert J.P. Schoemaker Leadership Award.



Frank **BALDINO** Jr., Ph.D.

BIOTECH PIONEER – IN MEMORIAM

From an ambitious idea to a savvy business plan, Frank Baldino Jr., Ph.D., founder, chairman, and CEO of Cephalon created one of the fastest-growing biotech companies in the world. Like scientists the world over, Dr. Baldino was driven by a straightforward philosophy: wanting to know how things work to fix what doesn't work. But unlike many others in the biotech/biopharmaceutical arena, Dr. Baldino also possessed business acumen, which enabled him to guide Cephalon through its life cycle and become one of the few biopharma companies to not only survive but, indeed, to thrive.

Dr. Baldino founded Cephalon in 1987, and almost 25 years later, Cephalon provides more than 150 medicines to patients in almost 100 countries. In 2007, Cephalon first joined the Fortune 1000 ranking of America's largest corporations. Throughout his leadership at Cephalon, Dr. Baldino implemented his vision to bring innovative medicines to patients around the world who suffer from disease for which there is no current cure. He created a business predicated on the research and discovery of treatments for one of the most complicated fields in medicine: neurodegenerative disease.

The scientist-turned-CEO, passed away in December 2010 at the age of 57, from complications related to leukemia.

Colleagues say Dr. Baldino will be remembered for generations for his leadership, innovation, kindness, and mentorship.

He once remarked to a team member: "Once you are sure that you know the right thing to do, nothing or no one should ever stop you from getting it done." This was Dr. Baldino's philosophy throughout his life.

The charismatic leader used his scientific background and sales prowess to turn Cephalon into a top-tier biotechnology company with a market capitalization of \$4.5 billion, sales of more than \$2 billion, and more than 3,000 employees.

Cephalon is best-known for Provigil, a blockbuster compound approved to treat narcolepsy, sleep apnea, and shift-work sleep disorder. Dr. Baldino astutely licensed the compound from a French company while Cephalon was developing its own compound to treat amyotrophic lateral sclerosis, or ALS, which eventually was discontinued. Provigil may have put Cephalon on the map, but Dr. Baldino continued to explore new territory and the company now has a portfolio of inno-

PIONEERING. INNOVATIVE.

NAME: Frank Baldino Jr., Ph.D.

LAST POSITION: Founder, Chairman, CEO, Cephalon Inc.

DATE AND PLACE OF BIRTH: May 13, 1953 - Dec. 16, 2010; Lodi, N.J.

EDUCATION: Ph.D., Pharmacology, Temple University; B.S., Muhlenberg College

FIRST INDUSTRY-RELATED JOB: Senior research biologist, medical products department, E.I. duPont de Nemours & Co.

GIVING BACK: Generocity.org

vative treatments for central nervous system disorders, pain, and cancer, including eight proprietary products in the United States, and more than 100 products internationally.

Dr. Baldino began working in the life-sciences as a senior research biologist for E.I. duPont de Nemours.

Over the course of his career, Dr. Baldino received numerous awards and broad recognition for his professional achievements.

In 2007, he was a PharmaVOICE 100 honoree. Dr. Baldino also received the first Hubert J.P. Schoemaker Leadership Award, which recognizes a leader in the biosciences community who best exemplifies the spirit of innovation in the Commonwealth of Pennsylvania.


Dr. Baldino's passion was exemplified in his commitment to the bioscience community as well as the greater Philadelphia region that was his home. He chaired the executive council of the Harvard Division of Sleep Medicine and was a member of the Board of Trustees at Temple University, the University of the Sciences in Philadelphia, and The Franklin Institute.

In addition, Dr. Baldino served as a member of the Board of Directors for the Greater Philadelphia Chamber of Commerce; BioAdvance Biotechnology Greenhouse; Quaker BioVentures; Valeritas; Viropharma; and Pennsylvania BIO.

He was also a member of the board of directors for NicOx and Acusphere.

Dr. Baldino was a member of the Healthcap Advisors Board and the MPM Capital and Vantage Point Venture Partners Advisory Committee. He also held several adjunct academic appointments and served on the Muhlenberg College Board of Observers.

In 2010, Dr. Baldino and his wife, Sandra, launched Generocity.org, a charitable initiative dedicated to maximizing philanthropic giving to a diverse group of nonprofit organizations in the greater Philadelphia region.

Generocity.org has a particular emphasis on micro-giving, empowering individuals of all income levels to become philanthropists. 



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Howard Bernard **MAYER**, M.D.

TOUCHING LIVES ACROSS THE HEALTH SPECTRUM

Whether working to develop life-changing therapies for patients with HIV, leading product development more broadly, or helping to motivate research into autism, Howard Mayer, M.D., is recognized as a thought leader across the industry.

Dr. Mayer has been instrumental in addressing unmet medical needs and helping patients by bringing new therapies to market in HIV/AIDS. One of his proudest accomplishments was leading the two regulatory submissions, advisory committees, and approvals of Selzentry (maraviroc) for treatment-experienced, HIV-infected patients with drug-resistant virus and for patients who are naïve to antiretroviral therapy. Maraviroc is the first oral HIV entry inhibitor approved for the treatment of patients living with HIV. It was an important milestone in helping the thousands of patients who are resistant to other treatments.

At a broader industry level, he says the development of protease inhibitors in the mid-1990s leading to highly active antiretroviral therapy (HAART) for people living with HIV was a seminal moment in the industry.

Since moving into the role as chief medical officer and head of U.S. development for EMD Serono, Dr. Mayer has furthered the company's mission to develop and discover innovative treatments in neurodegenerative diseases, oncology, endocrinology, and infertility.

Dr. Mayer, along with two colleagues, was also instrumental in co-founding a dedicated autism research unit at Pfizer.

While he is not currently focused in the area of autism research, he has a life-long commitment to help advance the science underlying autism spectrum disorders because of his intimate connection to the condition, since both of his children are on the autism spectrum.

Across the organization, he fosters teamwork and collaboration to ensure EMD Serono's important patient treatments move from pipeline to market.

As chair of the company's U.S. product committee, Dr. Mayer is responsible for bringing together cross-functional teams to create one U.S. position on regulatory, development, and product strategies that aligns with the global organization.

Dr. Mayer believes in the importance of mentoring as a leader and he has made every effort to be a mentor throughout his career.

Dr. Mayer is also deeply committed to philanthropic work. He is personally involved with

FUNNY. DEDICATED.

NAME: Howard Bernard Mayer, M.D.

CURRENT POSITION: Chief Medical Officer, Head of U.S. Development, EMD Serono

DATE AND PLACE OF BIRTH: Aug. 28, 1962; New York

EDUCATION: M.D., Albert Einstein College of Medicine; B.A., University of Pennsylvania

FIRST JOB: Infectious diseases clinician in private practice

FIRST INDUSTRY-RELATED JOB: Associate director, infectious disease clinical research, Bristol-Myers Squibb

ALTERNATIVE PROFESSION: Chef

GIVING BACK: Autism Speaks

WORDS TO LIVE BY: Have integrity in everything you do

AWARDS: Scrip Award, Celsentri/Selzentry, Best New Drug, 2008; Prix Galien USA Award, Selzentry, Best Pharmaceutical Agent, 2008; Pfizer Global Research and Development Team Award, Maraviroc, 2007; Pfizer Global Research and Development Achievement Award, 2006; William E. Upjohn Award, 2005; Bristol-Myers Squibb President's Award, 1999; Maxwell Finland Award for Research, Massachusetts Infectious Diseases Society, 1995

Autism Speaks, the nation's largest autism science and advocacy organization. Dr. Mayer is also committed to corporate social responsibil-


Dr. Howard Mayer is a well-respected and active voice across the pharmaceutical industry.

DID YOU KNOW?

Dr. Howard Mayer was captain of his high school basketball team.



ity initiatives within EMD Serono, and following the earthquakes in Haiti and Chile last year, Dr. Mayer and his team assembled emergency supply care

packages to assist in relief. This year, Dr. Mayer and his team donated funds to Japan relief efforts. 



Roger **JONES**, Ph.D.

THE GODFATHER OF ANALYTICS

A leading physicist, Roger Jones, Ph.D., has spent the past three decades creating successful, innovative technologies that glean actionable information from human and market behaviors in large and complex data.

Regarded by some as the "god father" of data pattern recognition technology for commercial uses, Dr. Jones first applied this practice in the finance industry helping banks manage risk and later in healthcare where it's used to help pharmaceutical companies reach the right targets to further their message around new therapies, ultimately improving healthcare for everyone.

Dr. Jones believes that there is a solution for almost every problem if you dig deep enough into data. As chairman, chief operating officer, chief scientific officer, and head of Qforma's product innovation team, he is a trend spotter and visionary. Under his leadership, Dr. Jones' teams have created several best-in-class products.

He had the foresight many years earlier to begin modifying his technology for a sector

that would need to become significantly more targeted and efficient in its sales and marketing efforts due to a predicted tsunami of patent losses, mergers, budget cuts, and legislative actions that, at the time, had barely begun.

Dr. Jones has successfully blended his passions for science and business to create advanced analytic technologies for Qforma clients. These technologies focus on gleanable actionable information from human and market behaviors in large and complex data sets. With insights like this, brand marketers can market more efficiently and optimize their personal and nonpersonal programs and gain insights into the local and regional level of physicians and their personal and professional networks.

These cutting-edge, data-mining technologies are improving the efficiency and effectiveness of pharma sales and marketing initiatives during very lean times.

Dr. Jones is constantly searching for new, innovative and alternative ways to apply his predictive software to bettering people's lives.

Rob REBAK

REDEFINING DTC

At every step in his career, Rob Rebak has been on the leading edge of innovation and creativity.

A visionary leader in the healthcare marketing space, he brings an uncanny ability to understand the barriers and the opportunities, and applies the discipline and wisdom to make the right decisions, time after time. He has practically reinvented targeted online customer acquisition solutions for healthcare marketers and has created demand for performance-marketing services.

Mr. Rebak blends his expertise in marketing with leadership and charisma. He builds and nurtures his network to uncover market insights that he can mold into business opportunities.

Mr. Rebak values personal relationships and collaboration. His ability to process information and design a plan allows him to look broadly at the landscape but stay focused on achieving results.

The pharmaceutical industry and healthcare changed forever when the FDA opened the window to broadcast DTC ads and the In-

DID YOU KNOW?

Rob Rebak has loved drawing houses since he was a child and would enjoy being an architect.



ternet began to play an important role, at which time, Mr. Rebak was on the Claritin marketing team at Schering-Plough. He says having an empowered consumer as part of the marketing equation has revolutionized the way marketing works. Claritin was one of the first DTC brands, and Mr. Rebak played a significant role in the marketing strategy.

He was owner and president of SimStar, originally a pharmaceutical-based Web development organization. He had the vision to see the evolution of a market and transitioned SimStar out of a shrinking Web development market to a new full-service pharmaceutical interactive agency. This foresight enabled an organizational transformation that led to more than a 35% CAGR over a three-year period and enabled the sale of SimStar to Rosetta.

For Mr. Rebak, growing SimStar into a leading interactive healthcare agency and then combining it with Rosetta and seeing Rosetta go on to become the largest independent interactive agency in the country has been a true career highlight.

Mr. Rebak was instrumental in leading the

Rob Rebak's ability to act as futurist, leader, and motivator is unparalleled.



ENGAGED. FOCUSED.

NAME: Rob Rebak

CURRENT POSITION: Chairman and CEO, QualityHealth

DATE AND PLACE OF BIRTH: June 1967; Chicago

EDUCATION: MBA, The University of Chicago, 1993; B.A., Vanderbilt University, 1989

FIRST JOB: Cutting lawns and plowing driveways

FIRST INDUSTRY-RELATED JOB: Pfizer sales representative

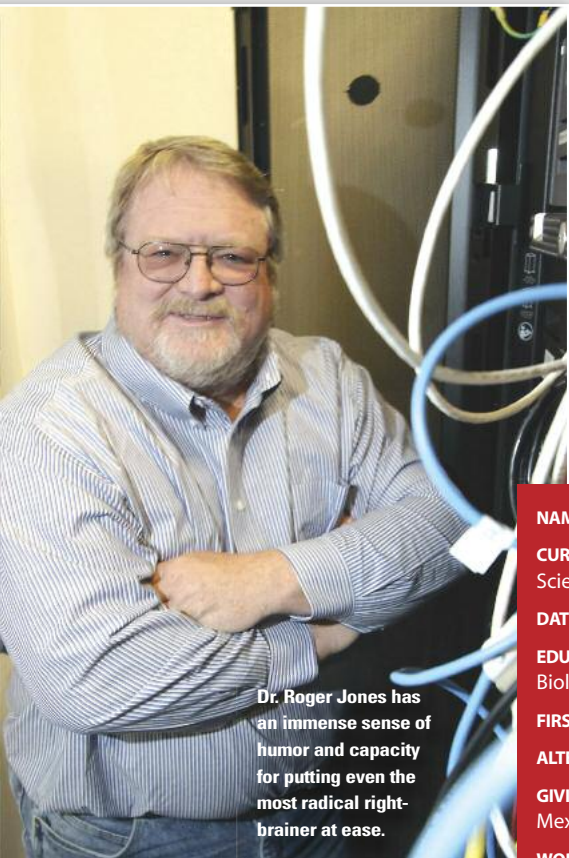
ALTERNATIVE PROFESSION: Architect

MENTOR: His father

GIVING BACK: Boards of Montessori School, YMCA, Trinity Counseling Services, American Heart Association, Alzheimer's Association, American Diabetes Association

WORDS TO LIVE BY: Do what really interests you, not what you're supposed to do

AWARDS: Inc. 500 multi-year winner; Forbes Technology Fast 500 multi-year winner; Deloitte privately held N.J. company of the year; multiple DTC National, PhAME, and MM&M awards



Dr. Roger Jones has an immense sense of humor and capacity for putting even the most radical right-brainer at ease.

DID YOU KNOW?

Dr. Roger Jones often sends holiday cards that he painted himself.



He is eager to take Qforma to the next level by offering its metrics and services across multiple industries.

His analytic technologies are now a mainstay of the industry, and any company not using them is inarguably behind the curve. **PV**



MATHEMATICAL. CREATIVE.

NAME: Roger D. Jones, Ph.D.

CURRENT POSITION: Chairman, Chief Operating Officer, Chief Scientific Officer, Qforma

DATE AND PLACE OF BIRTH: January 1953; Port Huenene, Calif.

EDUCATION: Ph.D., Physics, Dartmouth College; B.S., Biological Physics, University of Florida

FIRST JOB: Staff physicist, Los Alamos National Laboratory

ALTERNATIVE PROFESSION: Artist

GIVING BACK: Helps to bring high-end jazz concerts to New Mexico

WORDS TO LIVE BY: Try to stay calm

strategy of combining an interactive agency with a segment-based strategy organization. The plan to provide front-end strategy with interactive marketing implementation capabilities led to explosive growth and extraordinary ROI for Rosetta's clients.

Mr. Rebak is now implementing the same type of strategic insights and leadership at QualityHealth. Thanks to his vision, QualityHealth has evolved from a lead-generation company to a company offering performance-based DTC solutions that overcome the sales, trade, and managed-care issues that confront the industry today. His goal is for QualityHealth to turn the current state of DTC inefficiency absolutely upside down and produce dramatically better results for pharmaceutical and biotechnology marketers.

Colleagues and clients are inspired by his envisioning of the future, his laser focus on his plan, and his ability to lead his organizations to growth.

He does this with heart and compassion, without having lost the ability to laugh at himself. **PV**



Edward FOTSCH, M.D.

LEVERAGING HIT TO THE HILT

In the opening line of *The Departed*, Jack Nicholson says, "I don't wanna be a product of my environment, I want my environment to be a product of me."

Colleagues say if Edward Fotsch, M.D., has his way, the environment around patient safety will be improved by the product of his visionary efforts to leverage health information technology (HIT).

He says his role as CEO of PDR, an iconic brand, is one of his biggest career highlights and challenges. Doctors need more digestible and powerful resources. And pharma — one of the most valuable, productive, yet unfairly demonized industries in the history of the United States — needs a more efficient means to engage doctors in the workflow. One of his goals is to create a powerful medication adherence service for consumers that connects them to customized information and to their own doctor.

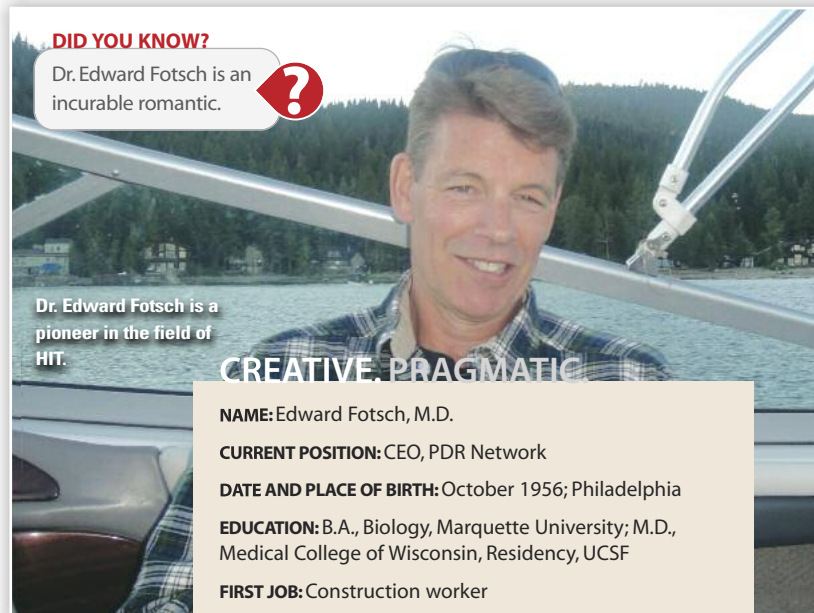
Dr. Fotsch is using the experience he gained serving on government (FDA, HHS, CMS) and industry panels to his advantage in leading PDR. His 10 years of practicing medicine as a former ER physician illuminated the gaps in patient care. His IT expertise has

shown him the way to narrow those gaps and advance patient safety.

As commander-in-chief of the PDR Network, one of the leading distributors of drug safety information, Dr. Fotsch spearheaded collaborative efforts with other organizations to launch a number of HIT initiatives in the last year including: EHRevent.org, a national system where providers can report issues related to the use of electronic health records (EHRs); Know the Label, a national campaign to improve physicians' knowledge of ever-changing FDA-approved drug labeling; and the first annual PharmEHR Summit, which brought FDA officials and industry executives together to address the impact of increasing EHR adoption on drug safety, marketing, and regulatory issues.

When he's not breaking new ground in the field of HIT, Dr. Fotsch enjoys sailing and sampling vintage wines, of which he is a true connoisseur. If you want to drink a toast to im-

proving patient safety through advanced HIT, Dr. Fotsch will join you. Just let him pick the wine. **PV**



DID YOU KNOW?

Dr. Edward Fotsch is an incurable romantic.



Dr. Edward Fotsch is a pioneer in the field of HIT.

CREATIVE. PRAGMATIC.

NAME: Edward Fotsch, M.D.

CURRENT POSITION: CEO, PDR Network

DATE AND PLACE OF BIRTH: October 1956; Philadelphia

EDUCATION: B.A., Biology, Marquette University; M.D., Medical College of Wisconsin, Residency, UCSF

FIRST JOB: Construction worker

FIRST INDUSTRY-RELATED JOB: Doctor's Hospital of Pinole Emergency Department

ALTERNATIVE PROFESSION: Home construction

GIVING BACK: Special Olympics, Catholic Church, Migrant Workers Clinics

AWARDS: First recipient of the Liability Carriers Patient Safety Award, 2005

Ali FATTAEY, Ph.D.

A PRESIDENTIAL SCIENTIST

Ali Fattaey, Ph.D., serves as president and chief scientific officer at ACT Biotech Inc., a cancer-focused company he co-founded in 2008. In this role, Dr. Fattaey has led the development of the oral antiangiogenic molecule, telatinib, a highly selective inhibitor of the VEGF receptor family that is moving into Phase III clinical testing this year for the treatment of advanced stomach cancer. In addition, Dr. Fattaey has led the development of a novel FGF receptor kinase inhibitor with multiple modes of anticancer activity, currently ready for first-in human-testing.

Dr. Fattaey also implemented a new drug development paradigm: a virtual operating model for ACT, through which he is able to recruit talented executives to plan and manage outsourcing for drug development activities in an expedient and cost-effective manner.

He is using his 20 years of experience in cancer therapy at top-tier biopharma compa-

nies, such as Chiron and Onyx, to create a new vision for the way biopharma industry manages R&D. The goal is to unleash innovation and help patients in need by following the science to develop differentiated medicines using organizational flexibility and smart outsourcing.

Dr. Fattaey recognizes that smart philanthropy can play an important role in this innovative drug development model. Dr. Fattaey helped start the Melanoma Therapeutics Foundation in San Francisco and currently serves on the organization's board of directors. Dr. Fattaey was recruited by the foundation based on his experience with RAF kinase inhibitors at Onyx Pharmaceuticals and the discovery of RAF as an oncogene found in more than 60% of melanoma patients. At the foundation, Dr. Fattaey led the strategy for the funding of innovative clinical research to combat melanoma, and he helped establish a genetically characterized melanoma cell bank for drug candidate screening. Dr. Fattaey also developed the Melanoma Gateway and the Melanoma TrialScan. Both are Web-based tools to assist matching clinical trials with individual patients. **PV**



VISIONARY. INNOVATIVE.

NAME: Ali Fattaey, Ph.D.

CURRENT POSITION: Co-Founder, President, and Chief Scientific Officer, ACT Biotech Inc.

DATE AND PLACE OF BIRTH: Jan. 13, 1965; Tehran, Iran

EDUCATION: Ph.D., Kansas State University

FIRST JOB: Washing rat and mouse cages at vivarium

FIRST INDUSTRY-RELATED JOB: Scientist, Onyx Pharmaceuticals

ALTERNATIVE PROFESSION: Anything requiring precision

PROFESSIONAL MENTORS: Frank McCormick and Hollings Renton

GIVING BACK: Melanoma Therapeutics Foundation, American Red Cross, Save the Children



Dr. Ali Fattaey is implementing a virtual operating model for drug development.

DID YOU KNOW?

Dr. Ali Fattaey has been engaged in cancer research, drug discovery, and development for the last 20 years.





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Gregg Dearhammer has energized those who work for him to want to give it their all.



RELIABLE. COMPETITIVE.

NAME: Gregg Dearhammer

CURRENT POSITION: President, i3

DATE AND PLACE OF BIRTH: June 1962; Chicago

EDUCATION: B.S., Loyola University Chicago

FIRST JOB: Pizza parlor

FIRST INDUSTRY-RELATED JOB: Data manager, on contract via Medfocus, to Abbott Laboratories

ALTERNATIVE PROFESSIONS: General manager of a minor league baseball team; open a small diner

PROFESSIONAL MENTORS: Brenda Hoepfer, Kendle; Glenn Bilawsky, i3

PROFESSIONAL ASSOCIATIONS: Society for Clinical Data Management (SCDM)

GIVING BACK: Board of directors, Court Appointed Special Advocates (CASA)

WORDS TO LIVE BY: You can't go wrong by doing the right thing

Gregg DEARHAMMER

THE TEAM BUILDER

DID YOU KNOW?

Gregg Dearhammer likes hard rock and progressive metal music.



With a drive to succeed and win, Gregg Dearhammer has worked to ensure his teams are the best at what they do.

As president of i3, he has been central in helping to build the company into a global CRO known for its quality of work, strategic partnerships, and focus on the customer. He has instituted a customer-centric cultural change and developed programs and systems that provide both quality and scalability to the organization.

Best practices that he has created are being recreated throughout i3's other divisions, including the pharmacovigilance area, which he also now directs. Leveraging these building blocks allowed i3 Statprobe to grow, and Mr. Dearhammer has been now working on the recent transition to i3's new ownership under inVentiv. He was charged with working with inVentiv to prepare the best integration that ensures projects and customers are not interrupted oper-

ationally. While a seamless transition is critical, Mr. Dearhammer is also immersed in building an operation that is strategically positioned to grow for future success. He is laying out the blueprints of necessary investments that will enable i3 to continue as a global leader in the marketplace. And he is ensuring the entire organization is guided through the transition. His weekly Web conferences, open to all i3 employees, offer reassurance and routine updates designed to keep employees both informed and focused on the work at hand.

Whatever he undertakes, he tries to follow through to completion. When he is given accountability for something, he is fully committed to achieving the objectives.

Mr. Dearhammer's strongest skills are his ability to telegraph his vision, communicate well, and empower his people. By helping staff members feel tied to the success of the business, Mr. Dearhammer has energized those who work for him to want to give their all.

He seeks to help others looking to advance their careers the same way that so many people in the industry have helped him. **PV**



Stephen A. CUTLER, Ph.D.

SCORING A TRY FOR COLLEAGUES, CUSTOMERS, AND PATIENTS

From the playing fields of Rugby Union to the complex corridors of clinical research and the business boardroom, Stephen Cutler, Ph.D., demonstrates his exceptional qualities as a team player and communicator.

Dr. Cutler recently took over as CEO and president of Kendle from the company's founder, Candace Kendle, Pharm.D. His commitment to communications across all levels of the company have reinvigorated the workforce and focused all efforts on driving quality, efficiency, and value to customers. He brings energy and passion to his position along with an incredible work ethic. Though he has high expectations for his team, he walks the walk, leading by example to deliver quality to customers.

Dr. Cutler listens to his team, thinks things through, and offers real and practical solutions that benefit Kendle and customers alike.

Eager to help young professionals as much as possible, Dr. Cutler believes it's important to give the next generation the benefit of one's experience. Much like a team captain, Dr. Cutler inspires others to excel at their roles while keeping the team pointed at a specific goal.

For nearly 10 years, Dr. Cutler was a member of the Australia National Rugby Union team, playing the lock position in two World Cup Tournaments in 1987 and 1991. Australia was the World Cup champion in the 1991 tournament.

Dr. Cutler believes sports are a microcosm for life. While playing rugby, he learned to train hard and prepare well to contribute.

The team environment and the opportunity to work with many different people are what Dr. Cutler truly enjoys. Both within a sports team and in a good work environment,

players rely on teammates to contribute. Sometimes the team plays well or enjoys business success, sometimes it doesn't. But at the end of the day, the important thing is how the team performs. The lesson in both fields, he says, is to prepare well, train hard, learn from both the losses and successes, and have the persistence and determination to keep going, even when things don't seem to be going well.

Though he is proud of his achievements on the sports field, the true highlight in his career was being named to head Kendle. The challenges that lie ahead are tremendous, he says, with the first being to fill the shoes of one of the industry's founders, Dr. Kendle. **PV**

Editor's Note: Kendle was acquired by INC Research, effective July 12, 2011, at which time Dr. Cutler left Kendle.



DID YOU KNOW?

Dr. Stephen Cutler was a member of the Australia National Rugby Union team from 1982 to 1991, playing the lock position in two World Cup Tournaments in 1987 and 1991.



Joe Jimenez is inspiring, open, and adaptable, all while balancing the importance of investing in innovation and meeting performance goals.

Joe JIMENEZ

THE CONNECTED LEADER

INNOVATIVE. INSPIRING.

NAME: Joe Jimenez

CURRENT POSITION: CEO, Novartis

DATE AND PLACE OF BIRTH: December 1959; California

EDUCATION: MBA, University of California, Berkeley, 1984; B.A., Stanford University, 1982

FIRST INDUSTRY-RELATED JOB: Nonexecutive director, AstraZeneca

PROFESSIONAL MENTORS: Dr. Daniel Vasella

PROFESSIONAL ASSOCIATION: Board of Directors, Colgate-Palmolive

the company's associates whose lives had all been touched by Fragile X, including several of whom had children with the disease.

While there is still a long way to go in the development of this treatment, hearing stories like these from patients is what inspires him to keep Novartis directed toward innovation. He says it's these stories that drive home the ability of pharmaceutical companies to transform lives and reinforce the importance of research in rare diseases. Novartis has been a long-standing leader in the industry in researching and developing treatments for rare diseases.

Mr. Jimenez has a way of inspiring people to do more than they thought possible. He understands the importance of communication, so he spends a lot of time with associates one-on-one, via internal events and informal lunches. He also writes a weekly blog on the Novartis intranet to communicate directly with associates around the world, something he's been doing since his time as head of the pharmaceuticals division. Novartis associates say the blog helps them better understand Mr. Jimenez's strategy.

Over the course of his career, Mr. Jimenez has had a lot of great mentors. In particular, his predecessor, Dr. Daniel Vasella, had a profound impact on him, due to his genuine desire to help patients and his long-term vision for Novartis.

In turn, Mr. Jimenez personally mentors several of the company's high-performing associates. He enjoys talking with them about their challenges and opportunities, charting a career path for them, and helping them to reach their potential. He finds it rewarding to see associates go through the process of self-discovery and grow professionally.

Mr. Jimenez believes his appreciation of the importance of mentors comes from his background in competitive swimming. A good coach or mentor motivates individuals to push themselves to achieve more than they thought they could do. But he adds that the difference between a good coach and a great coach is that a great coach knows when to back off.

In addition, Mr. Jimenez is also very involved in many of the Novartis leadership development and performance review programs. For example, he recently hosted a five-day, in-person training program for some of the company's leaders from key emerging markets. The reward for Mr. Jimenez was the opportunity to talk with them and collaborate on how to innovate to meet the changing demands within these fast-paced, high-growth markets. **PV**



Drawing inspiration from the patients Novartis serves, Joe Jimenez says over the years he has met many patients whose stories inspire him to do more to have Novartis bring new medicines to market. For example, when he first became head of pharmaceuticals at Novartis, he met a young patient with severe asthma. It was moving to hear how Xolair had such a big impact on her and her family's lives.

Mr. Jimenez also wrote an internal blog post last year about the company's promising efforts to develop a treatment for Fragile X Syndrome, a rare disease that is the cause of many mental disabilities. He says he will never forget the outpouring of emotions he heard from many of

DID YOU KNOW?

Joe Jimenez was the captain of his college swim team at Stanford University.



PERSISTENT. DETERMINED.

NAME: Stephen A. Cutler, Ph.D.

CURRENT POSITION: President and CEO, Kendle

DATE AND PLACE OF BIRTH: July 1960; Sydney, Australia

EDUCATION: MBA, University of Birmingham in Birmingham, UK; Ph.D., University of Sydney, Australia; B.Sc., University of Sydney

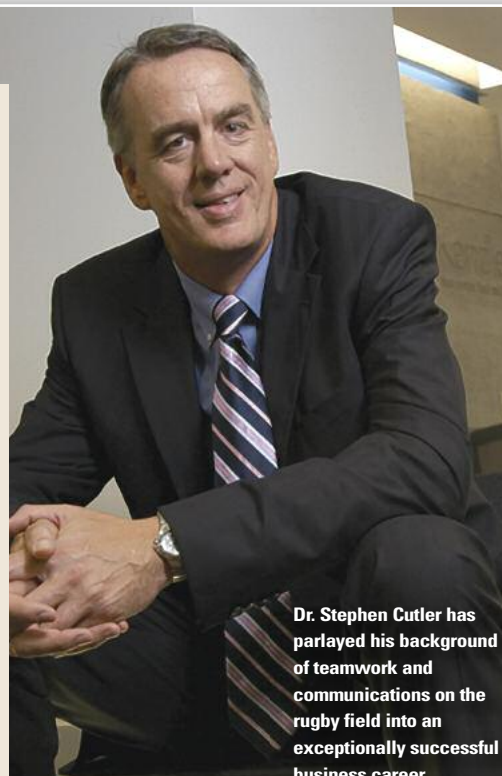
FIRST JOB: Laborer hauling sacks of flour and grains around a grain mill for a bread-maker in the Sydney area while working on his Ph.D.

FIRST INDUSTRY-RELATED JOB: CRA/Project Manager, Sandoz (now Novartis), Sydney

ALTERNATIVE PROFESSION: Veterinarian

PROFESSIONAL MENTORS: John Ratliff, Quintiles; Candace Kendle, Kendle; Alan Jones, rugby coach

WORDS TO LIVE BY: Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. — Calvin Coolidge



Dr. Stephen Cutler has parlayed his background of teamwork and communications on the rugby field into an exceptionally successful business career.

Gail K. NAUGHTON, Ph.D.

HARNESSING THE POWER OF NATURE

ACTIVE. DRIVEN.

NAME: Gail K. Naughton, Ph.D.**CURRENT POSITION:** CEO and Chairman, Histogen**DATE AND PLACE OF BIRTH:** November 1955; Brooklyn, N.Y.**EDUCATION:** B.S., Biology, St. Francis College; M.S., Histology, New York University; Ph.D., Hematology/Basic Medical Sciences, New York University Medical Center; MBA, UCLA Anderson School of Business**FIRST JOB:** Teaching kindergarten summer classes, PS 17**GIVING BACK:** ASPCA and various animal rescues, microloans for women in India, Ackerman Foundation**CONNECTED VIA:** LinkedIn**WORDS TO LIVE BY:** Accomplish the impossible ahead of schedule**AWARDS:** Beta Gamma Sigma Top Business Dean in the U.S., 2011; Top Influential, The Daily Transcript, 2010; Woman of the Year, San Diego Magazine, 2006; 50 People to Watch in 2001, San Diego Magazine, 2002; Lindbergh-Carrel Prize, Charles and Anne Lindbergh Foundation and Alexis Carrel Foundation, 2002


Gail Naughton, Ph.D., has been an integral part of the life-sciences industry for more than 25 years. She holds more than 95 patents and has founded two companies.

Her current venture is Histogen, a regenerative medicine company based on naturally produced products. She currently serves as the company's CEO and chairman, and she is the inventor of its core technology, which mimics the embryonic environment. The technology uses conditions of very low-oxygen and suspension to allow newborn cells to develop stem cell markers and become embryonic-like and naturally produce vital proteins and growth factors that are characteristic of young, rapidly developing tissue.

From this process, Histogen extracts two products — an insoluble human extracellular matrix (hECM) and a soluble complex of protein — that have a variety of applications in various markets and segments of the life-sciences industry.

Colleagues say Dr. Naughton has a deep, inner-burning passion similar to a candle flame that never flickers. She has pushed through obstacles that others would avoid and has maneuvered the company through the minefields of the current economy and funding limitations. All the while, she continues to oversee the Histogen research team, which has made major breakthroughs in oncology, device coating, and hair follicle stem cell research.

On a personal note, she also finds the time to help others fulfill their dreams. For example, she wrote letters supporting one colleague's daughter to help her advance toward a Ph.D. in bioengineering.

Before Histogen, Dr. Naughton was the co-founder, officer, and director of Advanced Tissue Sciences, where she oversaw the design and development of the world's first up-scaled manufacturing facility for tissue engineered products. She also established corporate development and marketing partnerships with several companies, including Smith & Nephew, Medtronic, and Inamed; was pivotal in raising more than \$350 million from the public market and corporate partnerships; and brought four products from concept through FDA approval to market launch. 



Dr. Gail Naughton has been an integral part of the life-sciences industry for more than 25 years.

DID YOU KNOW?

Dr. Gail Naughton has a grand-pig named McLovin that visits her at work most days.



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N. Anthony (Tony) COLES, M.D.

PURSUING EXCELLENCE

Tony Coles, M.D., joined Onyx Pharmaceuticals in March 2008 as president, CEO, and a member of its board of directors. Since then his abiding principle has been the relentless pursuit of excellence. He constantly challenges the status quo to make the impossible possible.

He believes if one thinks he or she has achieved success, then that individual risks becoming outpaced and outperformed.

Since joining Onyx, he has transformed the organization from a single-product company to one with a robust pipeline fueled by value-creating opportunities.

Dr. Coles created a clear path for growth and he is invigorated by the daily opportunities and challenges to advance the company. His commitment is to patients, caregivers, healthcare providers, employees, and in-

vestors, all of whom count on his leadership to help bring novel therapies to patients.

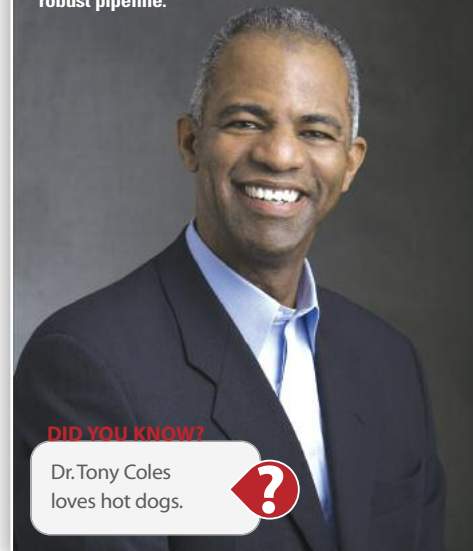
As a physician and father of a cancer survivor, Dr. Coles is constantly reminded of the need to focus on two things: first, patients and second, the science that serves them.

Dr. Coles regularly invites patients to visit Onyx to remind the team of the impact the company's innovation has on patients' lives.

Dr. Coles says he has had the good fortune to have received guidance from several individuals throughout his career: Roy Vagelos, former president and CEO of Merck; Peter Tombros, chairman of NPS Pharmaceuticals; and his father, a minister, who exudes grace, humility, and humor. In turn, he wants to do whatever he can to help those he mentors reach their potential and truly make an impact. **PV**



Since joining Onyx, Dr. Tony Coles has transformed the organization from a single-product company to one with a robust pipeline.



DID YOU KNOW?

Dr. Tony Coles loves hot dogs.



Tyrone C. CURRAN

TEAM PLAYER

TEAM-ORIENTED. PERSISTENT.

NAME: Tyrone C. Curran

CURRENT POSITION: President and CEO, Harrison and Star

PLACE OF BIRTH: Long Island, N.Y.

EDUCATION: B.A., State University of New York at Albany; M.S., East Carolina University; MBA, Old Dominion University

FIRST JOB: Grill guy at Jones Beach

FIRST INDUSTRY-RELATED JOB: Account supervisor, Klemtner Advertising

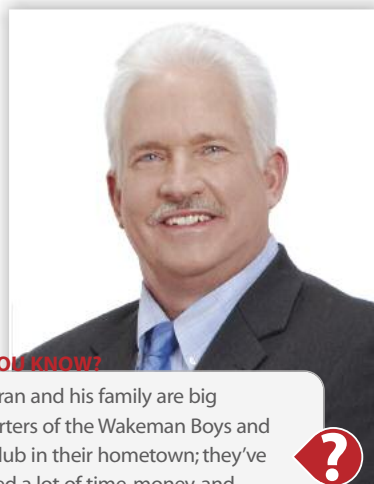
ALTERNATIVE PROFESSION: Tennis coach for Roger Federer

GIVING BACK: Wakeman Boys and Girls Club

Tyrone Curran, president and CEO of Harrison and Star, learned as a kid that being a team player and being persistent are two characteristics that make the difference between success and failure; winning and losing; victory and defeat.

There's no question that he always strives to be on the side of the victors, not the vanquished, but he also knows how one arrives at victory is just as important as the outcome.

This lesson takes on greater meaning for him as a leader in business. He's learned that building and maintaining a great team that plays to each individual's strength makes get-



DID YOU KNOW?

Ty Curran and his family are big supporters of the Wakeman Boys and Girls Club in their hometown; they've invested a lot of time, money, and energy to help the club grow.



ting to that victory so much sweeter. It also ensures that success isn't fleeting; a strong team makes success a habit rather than happenstance. Mr. Curran says this is where persistence comes in, knowing that sometimes it takes perseverance to defend a strategy or idea that will deliver the best results for a brand. Other times, it takes persistence to fine-tune a strategy to find the perfect fit. Teamwork and persistence, taken together, are defining elements of his personality, as well as the secret to his success.

Colleagues agree that when others see obstacles, Mr. Curran sees opportunities. When roadblocks arise that would derail most teams, he brings a new perspective, a sense of possi-

Ty Curran says building and maintaining a great team that plays to each individual's strength makes getting to victory so much sweeter.

bility, and a plan to score a win against all odds.

Ten years ago, Mr. Curran and Harrison and Star Co-founder Larry Star saw an opportunity to specialize in marketing to physician specialists when the lion's share of the industry was intent on building a generalist healthcare marketing business. The recognition that the era of blockbuster brands would give way to specialty treatments fueled by fast-paced advances in science prompted Mr. Curran and Mr. Star to build their practice based on a high-science approach that catered to physician specialists.

In addition to Mr. Curran's vision and sense of purpose, he is gifted at attracting and retaining some of the best talent in the business. By recognizing individual strengths and creating opportunities for every player to push past being good enough and strive to be great, he has cultivated an enduring team of people.

As of January 2011, Mr. Curran was also named CEO of the Medical Specialist Communications Group, the umbrella for both Harrison and Star and its sister agency BioLumina.

Mr. Curran's affable nature, quick wit, and collegial work style make him a well-loved leader who inspires dedication from his team and appreciation from his clients. **PV**



DRIVEN. FUNNY.**NAME:** N. Anthony (Tony) Coles, M.D.**CURRENT POSITION:** President and CEO, Onyx Pharmaceuticals**DATE AND PLACE OF BIRTH:** May 17; Roanoke, Va.**EDUCATION:** Johns Hopkins University; M.D., Duke University; Master's, Public Health, Harvard University**FIRST JOB:** Cardiology and internal medicine residency, Massachusetts General Hospital**FIRST INDUSTRY-RELATED JOB:** Customer marketing manager, Merck**ALTERNATIVE PROFESSION:** Navy SEAL**PROFESSIONAL MENTORS:** Roy Vagelos, former president and CEO of Merck; Peter Tombros, chairman of the board at NPS Pharmaceuticals; and his father, a minister**GIVING BACK:** American Cancer Society**WORDS TO LIVE BY:** Reinvent yourself every 10 years**AWARDS:** One of the Top 25 Most Influential African-Americans in Healthcare, Blackhealth magazine, February 2010; National Medical Fellowships' Distinguished Alumni Award, 2009

Reid Connolly has been an advertising enthusiast forever, or at least since high school, when he joined a small branding and advertising agency and discovered he had an affinity for marketing. He hasn't looked back since.

For the future marketer, this was a fantastic opportunity to learn the industry by wearing multiple hats and playing multiple roles, and he prefers to hire people who have both big and small agency experience.

To this day, the lessons he learned come into play, as CEO and founder of evoke interaction, a Huntsworth Health company. In addition to starting the agency almost five years ago, bringing together a team of talented professionals, whom he gets to work with everyday, is the highlight of his career.

Having built an award-winning multi-channel agency from the ground up, he says he has learned from his mentors over the years that the key to success in the agency world is taking a chance on the people within the organization and giving the team the opportunity to grow and shine. By creating an agency that fosters an environment where team members are challenged to expand their horizons, Mr. Connolly has attracted and retained many of the brightest and most talented professionals in the interactive agency world to two office locations in New York and Philadelphia.

Whether Mr. Connolly is answering client text messages at midnight or negotiating a contract while shopping for last-minute Christmas gifts, he is always connected to the heart of his business.

B. Reid **CONNOLLY**

AN AGENCY MAN AT HEART

He describes himself as being intense, yet affable, two traits that connote the energy level that sets the right tone for the agency and allows him to get done everything necessary each day. From day one at the agency the team has lived by the expression: "We take our work seriously, we don't take ourselves seriously."

He believes it's important for people to have fun because advertising can be grueling at times, and as the leader of the agency he wants to set the right type of culture as well as maintain business continuity, ensure a great pipeline, and motivate the team with plenty of the right type of work.

In terms of work, evoke interaction has built a reputation for innovation by engineering user-

centric experiences based on an intimate knowledge of customer needs and behaviors, a passion for emerging technology, and a cross-channel perspective on the ever-changing healthcare marketplace. As challenging as digital marketing can be, Mr. Connolly is able to leverage more than a decade and a half of marketing experience to help clients build their businesses in measurable and proven ways. He inspires his industry colleagues by demonstrating that the right strategic approach coupled with executional expertise can make digital work.

Before founding evoke, he held numerous leadership roles with agencies, such as Digitas Health, imc2, and Saatchi & Saatchi Healthcare. **PV**



Reid Connolly has built an award-winning digital agency from the ground up.

**DID YOU KNOW?**

Reid Connolly loves playing rugby, and while he is taking a hiatus, he hasn't officially retired and intends to take part in a scrum again.

**INTENSE. AFFABLE.****NAME:** B. Reid Connolly**CURRENT POSITION:** CEO, evoke interaction**PLACE OF BIRTH:** Columbia, Md.**EDUCATION:** B.S., Marketing and Philosophy, Saint Joseph's**FIRST INDUSTRY-RELATED JOB:** Branding and advertising agency**ALTERNATIVE PROFESSION:** Industrial design**CONNECTED VIA:** Facebook, LinkedIn, Twitter, Google+**WORDS TO LIVE BY:** Go big, or go home

Dr. Uwe Tigör was in Berlin the night the Wall came down, but almost missed it because he was busy working on an underground newspaper for the new independent student council.



Dr. Uwe Tigör has an insatiable curiosity that prevents him from accepting the status quo.

Uwe Tigör, M.D.'s, entry into the agency business was a bit unconventional, but rewarding professionally and personally. He received his M.D. from the Charité School of Medicine, Humboldt University in Berlin.

During his medical school training he became a scholar of the prestigious German National Academic Foundation and qualified for an exclusive scholarship of the Biomedical Sciences Exchange Program (BMEP), which not only led to a cardiovascular research fellowship in nuclear cardiology at New York City's

Uwe Peter TIGÖR, M.D.

MEDICINE MAN

Mount Sinai Hospital, but also included training semesters at Mount Sinai School of Medicine, Brown University Medical School, and University of Connecticut Health Center.

The BMEP is a unique exchange program for German medical students. Dr. Tigör spent 10 months in a research capacity and four semesters of study at the different medical institutions. He says the experience changed his entire outlook and life; while at Mount Sinai Hospital he met his wife.

Dr. Tigör's current position as chief medical officer of Palio is a rewarding experience but one not without its challenges. He says making the transition from a consultative specialist to being a mentor, manager, and advocate for his department has been an interesting but exciting experience.

Colleagues say Dr. Tigör is much like the TV character Dr. Gregory House, but nicer. Dr. Tigör tells it like it is and sometimes that directness bites. His specialty is identifying the 800-pound gorilla in the room with a simple question.

Dr. Tigör has an insatiable curiosity that prevents him from accepting the status quo. He is savant-like in his knowledge of the sci-

ence behind what the agency does, and his team, who are themselves highly respected Ph.D.s, M.D.s., and R.Ph.s, have a deep appreciation and respect for his command of the science. To clients, he is a valued and trusted partner. **PV**



ANALYTICAL TALKATIVE.

NAME: Uwe Peter Tigör, M.D.

CURRENT POSITION: Chief Medical Officer, Palio

DATE AND PLACE OF BIRTH: October 1964; Berlin

EDUCATION: M.D., Charité School of Medicine, Humboldt University, Berlin

FIRST JOB: Scientific manuscript translator

FIRST INDUSTRY-RELATED JOB: Associate medical director, Lowe McAdams Healthcare

ALTERNATIVE PROFESSION: Journalism or public health law

PROFESSIONAL MENTORS: Karsten Risch, M.D., Ph.D.; Jim Metropoulos, M.D.

GIVING BACK: Doctors Without Borders; Human Rights Watch

CONNECTED VIA: LinkedIn

WORDS TO LIVE BY: If you don't know what port you are sailing to, no wind is favorable

Mary Anne GREENBERG

ALLIANCE BUILDER

Mary Anne Greenberg personifies the best and brightest among healthcare communication lead-

PASSIONATE. FUNNY.

NAME: Mary Anne Greenberg

CURRENT POSITION: CEO, Alliance Healthcare Information LLC

DATE AND PLACE OF BIRTH: March 7, 1956; Hoboken, N.J.

EDUCATION: B.S., Jersey City University

FIRST JOB: Account executive, advertising agency

FIRST INDUSTRY-RELATED JOB: Consultant, industry fulfillment company

ALTERNATIVE PROFESSION: Regional theater

PROFESSIONAL MENTORS: Jack Thorne, Alliance Healthcare founder

GIVING BACK: Homefront

CONNECTED VIA: Facebook

WORDS TO LIVE BY: You only live once, but if you do it right, once is enough

ers. In her dozen years at Alliance Healthcare Information, she grew the operations and staff of the healthcare call center, fulfillment, and database management company, from 20 to more than 400 employees.

More importantly, she has enhanced patient care through communications with patients and healthcare professionals. For example, Alliance communicates with more than 200,000 patients each year.

She realizes that providing thorough and correct information to patients and providers is critical in the 24-hour information world. Ms. Greenberg recognized early on that pharmaceutical and medical-device companies, as well as government bodies such as the National Institutes of Health, needed support to make sure that patient and provider questions were answered quickly and accurately and that adverse event information was captured and processed immediately.

As president and CEO, she is an inspiration and role model to young professionals. She be-

DID YOU KNOW?

Mary Anne Greenberg was a competitive ballroom dancer.



Mary Anne Greenberg has enhanced patient care through communications with patients and healthcare professionals.

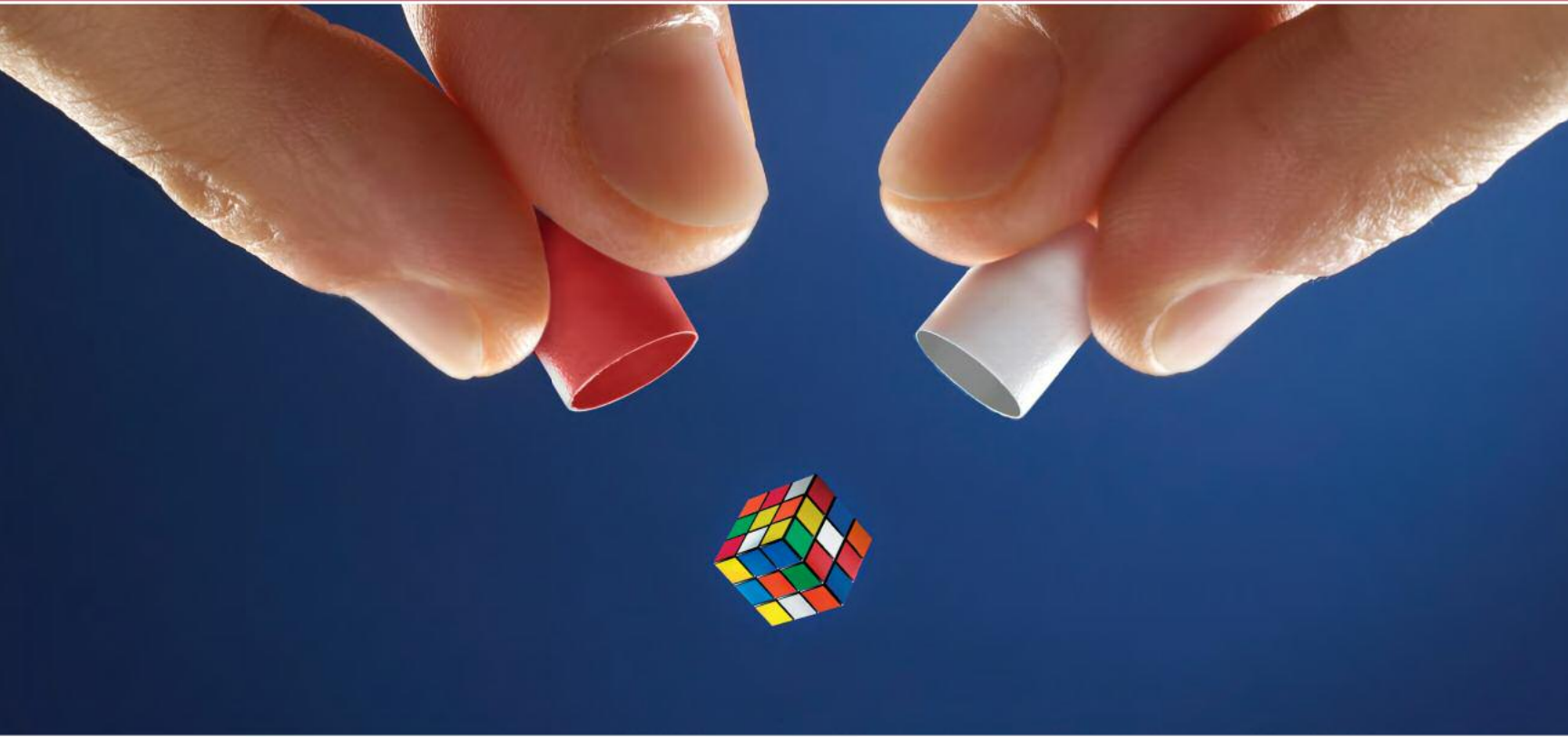


lieves in mentoring so strongly that every senior manager at Alliance is assigned one or two people on staff to help with career guidance. One of her great joys is watching people grow and enjoy their work. Alliance has been recognized for its positive work environment, winning best place to work in Pennsylvania, an honor Ms. Greenberg says is a career highlight.

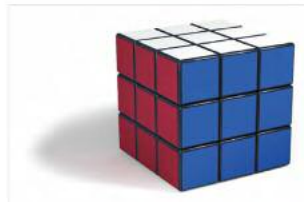
She also shares her experiences with those throughout the industry and volunteers her time to the Coalition for Healthcare Communication. **PV**



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Henry GAZAY

A serial entrepreneur and a global pharmaceutical marketing expert with 20-plus years experience, Henry Gazay, founder and CEO of Medimix, is pioneering online market research in the pharmaceutical sector. He is developing new techniques, such as electronic patient charts; global online discussion forums; and social media monitoring and online continuous trackers. He also recently founded VoxMed, a global social media network reserved for healthcare professionals to engage in peer-to-peer contact.

With a passion for innovation and a provocative vision for the industry, Mr. Gazay as early as 2005 published for the European Pharmaceutical Market Research Association the first report on Internet use among European physicians, followed in 2010 by a similar study on the BRIC markets.

With VoxMed, Mr. Gazay takes global life-sciences marketing to the next level. After three years of intense development, VoxMed launched in February 2011 as the first social media platform to allow healthcare professionals from around the world to connect with their peers and engage with all stakeholders in the industry. Already present in 45 countries, 15,000 members are expected to join VoxMed by July 2011.

Mr. Gazay has been three times a board member of the Pharmaceutical Business Intelligence Research Group and he is also a regu-

PERSISTENT. PASSIONATE.

NAME: Henry Gazay

CURRENT POSITION: CEO, Medimix International; Founder, VoxMed

DATE AND PLACE OF BIRTH: December 1967; Paris

EDUCATION: M.Sc., Statistics and Computer Science, Ecole Centrale, France

FIRST INDUSTRY-RELATED JOB: Medimix

ALTERNATIVE PROFESSION: Book writer, professional sailor

PROFESSIONAL ASSOCIATIONS: PBIRG Advisory Board member, PMRG Advisory Board member, French Foreign Trade advisor, EEC Expert (European community DG XII)

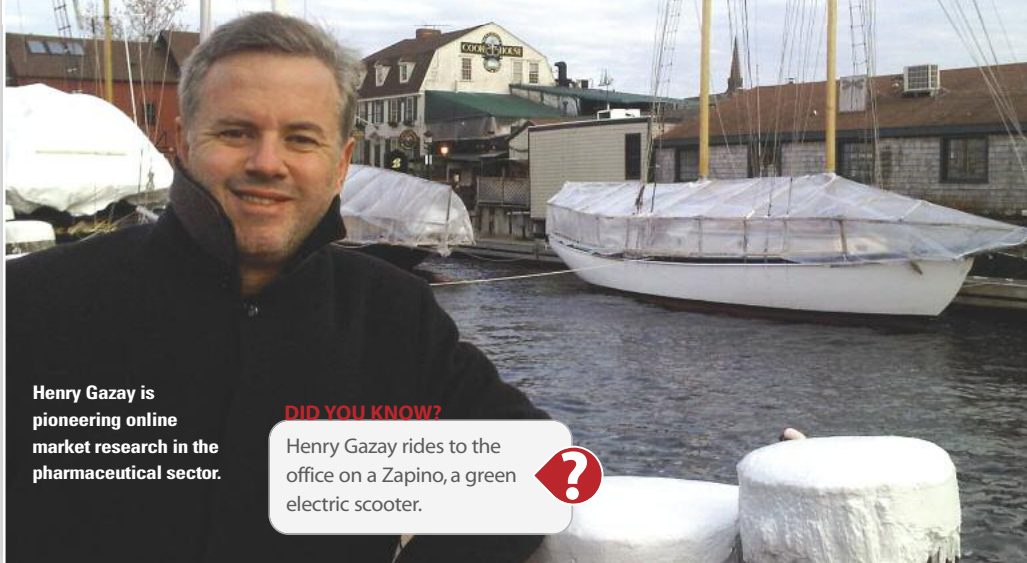
GIVING BACK: Chopin Foundation of the United States, Miami Opera

CONNECTED VIA: Facebook, Twitter, LinkedIn, VoxMed

TWITTER ADDRESS: @hgazay; **FOLLOWS:** @ev, @kevinmd, @pharmaguy, @edyson, @richardbranson, @nasa, @gatesfoundation @Pharmavoices, @TheDailyCramp

WORDS TO LIVE BY: When there is a will, there is a way

MARKET INTELLIGENCER



Henry Gazay is pioneering online market research in the pharmaceutical sector.

DID YOU KNOW?

Henry Gazay rides to the office on a Zapino, a green electric scooter.



lar speaker at various conferences in the United States, Europe, Asia, and Latin America, including EphRMA, PBIRG, PMRG, ESOMAR, and eyeforpharma. He is a frequent contributor to many healthcare and business media outlets throughout the world.

Mr. Gazay is considered a kind and ex-

tremely encouraging boss. While always expecting his people to give their best — as he always puts forth only his best in everything he does — he also rewards them and takes good care to ensure there is always fun in the mix with hard work. **PV**



Philip LEE

A TOTAL COMMITMENT

Phil Lee embraces change and has an amazing ability to lead corporations through major challenges.



THOUGHTFUL. PASSIONATE.

NAME: Philip Lee

CURRENT POSITION: President and CEO, PHT Corp.

DATE AND PLACE OF BIRTH: May 1955; Hong Kong

EDUCATION: M. Eng. and B.A., Operations Research and Industrial Engineering, Cornell University, 1977

FIRST JOB: Project Engineer at General Motors

FIRST INDUSTRY-RELATED JOB: President and CEO, Domain Pharma

ALTERNATIVE PROFESSION: Teach, not in the public school systems of today, but more like Confucius, Socrates, Plato, and Aristotle

PROFESSIONAL MENTORS: Gregg Stone, Chairman, PHT; Peter Cittadini, CEO, Actuate Corp.

WORDS TO LIVE BY: Do unto others as you would have them do unto you; and success is 1% inspiration and 99% perspiration

David T. ORMESHER

POSITIVE PERSUASIONS

David Ormesher is committed to giving back, as evidence by his volunteer activities in Rwanda to help high-potential entrepreneurs.

Regardless of the situation, the cup is always half-full for David Ormesher. Believing that confidence is the electricity of life, and reflecting on all of the positive things that have happened to him personally and professionally, he can't help but be optimistic about the future. It's that optimism that gives him the drive to overcome barriers and challenges in business. Charismatic, smart, and thoughtful, he inspires those around him to push forward and be the best they can be.

Mr. Ormesher founded closerlook, a strategic marketing agency serving the healthcare industry, 24 years ago. Today, the company is a recognized leader in developing innovative relationship marketing solutions that change the way healthcare is bought, sold, and delivered.

At the forefront of creativity and marketing, Mr. Ormesher drills down into research with a laser focus and isn't satisfied until he uncovers all of the facts of a particular situation. He then has the intellectual horsepower to convert the data into useful corporate intelligence that enhances focused marketing for his clients.

Mr. Ormesher believes the biggest chal-

Regardless of what Philip Lee decides to do, he is never half-hearted; he immerses himself completely, and pushes himself to the point of obsession.

When considering the next steps PHT will take, Mr. Lee, as president and CEO, balances his broad view of the field of sponsored clinical research against realistic and current knowledge of the capabilities and limitations of the company he leads.

Thanks to his intrinsic understanding of the pharma industry and his technical expertise, he is generally ahead of the industry in terms of the tools and advancements in technology. He is able to foresee the needs of the industry and come up with solutions to address those gaps.

He is changing the way sponsors conduct clinical research. Over the past decade he has greatly expanded the capability of clinical trials worldwide to include the point of view of the patient. He has targeted steps that safeguard privacy, sustain security, and add to the credibility of evidence coming directly from clinical trial subjects. His achievements and his counsel have influenced drug and device development.

Mr. Lee has a knack for asking good ques-

OPTIMISTIC. DRIVEN.

NAME: David T. Ormesher

CURRENT POSITION: Founder and CEO, closerlook inc.

DATE AND PLACE OF BIRTH: June 1958; Burlingame, Calif.

EDUCATION: MTS, Ethics and Society, GETS, 1985; B.A., Wheaton College, 1980

FIRST JOB: Delivering the New Jersey Herald

FIRST INDUSTRY-RELATED JOB: closerlook inc.

PROFESSIONAL MENTORS: Dan Sullivan of The Strategic Coach.

GIVING BACK: Global Relief and Development Partners (GRDP); i.c. stars; The Lyric Opera of Chicago

WORDS TO LIVE BY: Confidence is the electricity of life

lenge facing the healthcare industry today is inside-out thinking. The inability or unwillingness for some companies to look at healthcare challenges from the perspective of the healthcare professional and the patient rather than the interests of the brand is not only hurting pharma's reputation but it's impact-

DID YOU KNOW?



Philip Lee would love to teach in the mold of Confucius, Socrates, Plato, and Aristotle.

tions, thoughtfully evaluating the key points, and providing insightful guidance to those who seek his counsel.

He is more than happy to roll up his sleeves and help wherever he is needed. There is no task too trivial if it means the customer is satisfied in the end.


He considers every employee a critical asset to the company as a whole, regardless of their position, and inspires team members to think outside the box and feel empowered to make change.

He looks for ways to share knowledge in a way that results in optimal learning. Mentoring is important to Mr. Lee, who enjoys helping others reach their full potential.

He is passionate about life, about learning, and about enjoying what the world has to offer. Mr. Lee understands and supports the need to have a work-life balance. For Mr. Lee,  work-life balance comes first. 



DID YOU KNOW?

On David Ormesher's first day as an entry-level cameraman on a daily talk show, he was asked to zoom in on the host, but not realizing he had to tilt the camera, he got a crotch shot live on TV. 


ing the industry's ability to be a full partner in healthcare. He says the industry must be willing to take risks, invest in innovation, and embrace the change that is coming. The answer begins with adopting a new perspective and a commitment to outside-in thinking. He is looking at innovative ways to combine data, technology, behavioral science, digital content, and integrated marketing to help pharmaceutical brands transform the way they communicate with physicians and patients.

The signing of the Patient Protection and Affordable Care Act has challenged many business assumptions on which the healthcare industry was built, he says. There are still many unknowns, but it affords industry leaders great opportunities.

Mr. Ormesher and his colleagues are spending time with customers to understand how they are affected by the new discontinuities in order to develop innovative communication approaches to reach physicians and patients, programs that help bend the cost curve, and strategies and partnerships to grow profitably in this new environment.

A two-time PharmaVOICE 100 honoree, Mr. Ormesher is highly respected for his philanthropic approach to life.

He founded Global Relief and Development Partners (GRDP), a social enterprise that is building the capacity of high-potential entrepreneurs in Rwanda. He leads a quarterly workshop called BiggerFuture in Rwanda for 50 business owners who are committed to growth and leadership. Professionals in Rwanda say the interest Mr. Ormesher takes in what they are doing has a huge impact.

He is always there for professional consultation and advice as well as being a source of inspiration and encouragement. 



Jeff SWEENEY

BRAND LOYALIST

Jeff Sweeney has grown the West Coast office of the RCW Group from a small cadre of devoted individuals to one of the agency's most valuable assets.

His vision for his clients always includes doing what's right for the brand, even if it means moving them to adopt innovative marketing approaches they may not think they are ready for. He is striving to integrate digital into the everyday language of the agency's traditional offerings by hiring the most talented people to serve his clients' businesses while growing the agency.

Colleagues say Mr. Sweeney's approach to business is futuristic and smart and they feel lucky to have been offered the opportunity to work with him and help to fulfill his ongoing vision for this arm of RCW Group.

Mr. Sweeney, president of RCW McCann Healthcare, says he is enthusiastic and tenacious, both of which serve the agency business well. He says enthusiasm is powerful and infectious and can often be the "secret sauce" for developing strong relationships with clients and co-workers. He adds that being persistent and determined are essential to accomplishing one's goals and that most aspects of life are marathons, not sprints, which is particularly true in advertising.

Mr. Sweeney cares as much about the people who work for him as the brands they serve. In leading his teams, he harkens back to advice he received early in his own career from a mentor who pointed out the importance of remembering that internal relationships are just as important as external client relationships. The value of client relationships is easily understood, but without strong internal relationships, those external relationships are doomed.

Team members laud Mr. Sweeney as being a great leader and motivator. He is willing to jump in to fill in without complaint. He is always encouraging and is the first to note when a job has been done well. A truly genuine person, Mr. Sweeney is kind to everyone, no matter where they might be on the corporate rung. **PV**



ENTHUSIASTIC. TENACIOUS.

NAME: Jeff Sweeney

CURRENT POSITION: President, RCW McCann Healthcare

DATE AND PLACE OF BIRTH: November 1966; New Jersey

EDUCATION: B.S., Business Administration, dual concentrations in marketing and communications sciences, Marist College

FIRST JOB: Pool boy

FIRST INDUSTRY-RELATED JOB: Account executive, Daniel Glassman Advertising

ALTERNATIVE PROFESSION: Novelist

PROFESSIONAL MENTORS: Jack Davis, Torre Lazur

CONNECTED VIA: LinkedIn, Foursquare

WORDS TO LIVE BY: Success should not be measured by never falling, but by getting up every time you do fall

DID YOU KNOW?

Jeff Sweeney pilots a Cessna 152.



Jeff Sweeney approaches life the same way he does business: there are as many challenges as there are successes.

David Gabriel PASSOV

STEPPING UP TO THE CHALLENGE



Time and again David Passov has proven to be a stabilizing and motivating force for the management team and employees at the company he serves, ClinStar.

After ClinStar's founder and former president Paul Loveday suddenly passed away in 2008, Mr. Passov stepped up to lead ClinStar's senior management team.

He says the most challenging and greatest highlight was his contribution to stopping ClinStar from disintegrating after one founder bought out the other.

Over the last few years, Mr. Passov has unselfishly devoted his time to providing the organization with stability. Thanks to his strong leadership, he has ensured a rewarding working environment for staff, and on-time delivery of high-quality projects to customers.

His commitment to ClinStar has been unwavering. Since taking over as president and CEO, Mr. Passov has spent the majority of his time either in Moscow managing ClinStar's Russian, Ukraine, and Belarus offices, or on a plane somewhere between the United States and Russia.


Mr. Passov is greatly admired by ClinStar's employees for the commitment he has made to them and the company. He has won their respect

because he leads by example; he never asks them to do something that they don't already see him doing. His goal is to perpetuate the growth of ClinStar in very difficult economic times for the CRO industry.

The growth of global markets, consolidation in the industry, and the trend toward global CRO outsourcing creates challenges for the niche CROs, Mr. Passov says. This is a concern because these are the companies that play a vital role in bringing innovative medicines to the market faster, thus helping the patients in need.

Mentoring matters to Mr. Passov, who says it creates business continuity and institutionalizes the company, and at the same time he feels good about being able to pass on the knowledge that he has accumulated.

Outside of work, Mr. Passov is a big believer in getting rest and recreation and completely freeing his mind from the daily demands and stresses of work. He enjoys downhill skiing, riding his motorcycle, and diving.

Adventurous by nature, Mr. Passov says he's perfectly content sleeping in a tent in a sleeping bag in the middle of nowhere. 

DID YOU KNOW?

David Passov is perfectly content staying in a tent in a sleeping bag in the middle of nowhere.



David Passov is a great leader who inspires his employees to give their very best.

DETERMINED. PERFECTIONIST.

- NAME:** David Gabriel Passov
- CURRENT POSITION:** President and CEO, ClinStar
- DATE AND PLACE OF BIRTH:** October 1970; Tartu, Estonia
- EDUCATION:** M.D., Tartu University Medical School; MBA, Northeastern University, B.S., Biology, Boston College
- FIRST JOB:** Nurses-aide in the neurosurgery department
- FIRST INDUSTRY-RELATED JOB:** Project Associate, Metaworks Inc.
- ALTERNATIVE PROFESSION:** Owner of a small family hotel in an area associated either with downhill skiing, diving, or motorcycle rentals
- PROFESSIONAL MENTORS:** Shubh Sethi and Stephen Fogelson
- GIVING BACK:** Advancing Jewish cultural heritage; assisting elderly and less fortunate Jewish families
- WORDS TO LIVE BY:** Work hard, play hard



CONGRATULATIONS
MARK WILLMANN

ONE OF 2011'S
PHARMAVOICE 100

BRILLIANT _ INSPIRING _ COMPASSIONATE

Mark, we are so fortunate to have you as part of the Torre Lazor Healthcare Group. Your boundless dedication to give all you've got for your clients and colleagues is not only invaluable but contagious.

TLHG congratulates Mark Willmann and the other 99 inspiring healthcare industry leaders named to the *PharmaVoice 100*.

Sylvie GRÉGOIRE, Pharm.D.

PATIENT-CENTRIC

Sylvie Grégoire, Pharm.D., took over the position of president of Shire Human Genetic Therapies (HGT) in 2007 and she hasn't looked back since. She says this is the most gratifying professional experience she has ever had because the medicines Shire HGT is involved with transform the lives of people — often children — with terrible diseases. The patients, their families, and how brave they are inspire Dr. Grégoire, and they are the reason she comes to work.

HGT is the business unit of global specialty biopharmaceutical company Shire Plc., which focuses on discovering, developing, making, and selling therapies for rare genetic diseases.

In the past four years, Dr. Grégoire has led the company to tremendous growth. The business unit has met, and exceeded,



Dr. Sylvie Grégoire is committed to getting new drugs to patients who suffer from rare diseases.

ACTION-ORIENTED. ADVENTUROUS.

NAME: Sylvie Grégoire, Pharm.D.

CURRENT POSITION: President, Shire Human Genetic Therapies

DATE AND PLACE OF BIRTH: November 1961; Richmond, Québec, Canada

EDUCATION: Pharm.D., State University of New York at Buffalo; Pharmacy Degree, Laval University, Québec, Canada

FIRST JOB: Clinical pharmacist, nephrology, Ottawa General Hospital

FIRST INDUSTRY-RELATED JOB: Clinical research associate, Merck Frosst Center for Therapeutic Research

ALTERNATIVE PROFESSION: Shoe store owner

PROFESSIONAL MENTOR: Angus Russell, CEO, Shire

GIVING BACK: Greater Boston Food Bank, International School of Boston

WORDS TO LIVE BY: Your best today, better tomorrow

AWARDS: Best Places to Work, Boston Business Journal, 2011; No. 5 on the Top Women Led Businesses in Massachusetts, 2010; Gold Level Winner, Team Massachusetts Economic Impact Award, by the Massachusetts Alliance for Economic Development, 2008; Dr. Sylvie Grégoire, One of Mass High Tech's Women to Watch, 2008

expectations. Last year, Shire HGT contributed \$935 million to its parent's year-end profits, triple what it was the year she joined the company.

Dr. Grégoire has led the company through many successful business development deals, and some that haven't worked. Colleagues say the unique aspect of her leadership is that she is not afraid to admit that a program isn't working, and she is willing to make the tough decisions to get out when appropriate.

Currently, Shire HGT has two products on the market in the United States, with a PDUFA date for a third expected in August. The company has

DID YOU KNOW?

Dr. Sylvie Grégoire once met President Barack Obama.



Betsy Reid is noted for being a catalyst for positive change.

Betsy Reid, chief operating officer of the Duke Clinical Research Institute (DCRI), is a trailblazer, visionary, and strategic thinker, who is considered by colleagues as one of the most inspirational and talented individuals in clinical research today.

The values she shares in her multidimensional life — a combination of work, family, community, and outside interests, were instilled in her right out of college — when she owned and managed an iron foundry.

This experience provided the building

four products available in Europe, one of which is the market leader in treating Fabry disease, a rare disorder that causes a buildup of fatty material in the autonomic nervous system, eyes, kidneys, and cardiovascular system. Shire HGT's pipeline is full of new and innovative therapies, most of which are created in Shire's own labs.

Dr. Grégoire understands that patients' very lives hinge on the delivery of safe and consistent therapies, which is something she takes very seriously.

At the grand opening of the new state-of-the-art manufacturing facility, which was one of the first projects she commissioned when she began at Shire HGT, Dr. Grégoire invited four patients on stage with her, and she is dedicated the building to the bravest people she knows: the company's patients.

Beyond developing innovative medicines for rare diseases, Dr. Grégoire also is passionate about giving back and dedicates time and resources to the Greater Boston Food Bank.

Serving on the board of trustees of this organization for a few years opened her eyes to the issue of hunger in America. Food is such a basic need and there seems to be an abundance of it in the world, she says, and yet millions of people, including the elderly and children, go to bed hungry every night. According to Ms. Grégoire this should be an eminently solvable problem. **PV**



Elizabeth D. (Betsy) REID

STEELY DETERMINATION

blocks for her rise within the pharmaceutical industry.

After holding important roles with A.H. Robins, G.D. Searle, Covance, and Ingenix Pharmaceutical Services, she joined the DCRI in 2003. Today, as chief operating officer, she manages one of the world's largest academic research organizations with a staff of more than 1,000.

Noted for her ability to recognize opportunities, move through uncertainty, take action and persevere to completion, she is a catalyst for positive change.

Competitive and driven to ensure forward growth, Ms. Reid is decisive and willing to make and stand behind difficult, high-consequence decisions.

Ms. Reid believes in giving back in big and small ways, professionally and personally. She says being a mentor and having the chance to affect the professional lives of her protégés by

DID YOU KNOW?

Donning a hardhat and steel-toe boots, Betsy Reid worked the night shift pouring iron in a foundry.



identifying gaps in experiences or knowledge or by providing guidance and advice that will help him or her move up the career ladder is an extremely enjoyable experience.

Realizing that her legacy will not be based on her individual accomplishments but how well she mentors the next generation of leaders, she says the best part of this relationship is how much she learns from each of her mentees and knowing that she contributed to that success.

Under her leadership, DCRI became the first nonprofit corporate partner for the Healthcare Businesswomen's Association this year. **PV**



PASSIONATE. RESULTS-ORIENTED.

NAME: Elizabeth D. "Betsy" Reid

CURRENT POSITION: Chief Operating Officer, Duke Clinical Research Institute

DATE AND PLACE OF BIRTH: January 1961; Elyria, Ohio

EDUCATION: B.A., Denison University

FIRST JOB: Picking blueberries

FIRST INDUSTRY-RELATED JOB: Sales representative, A.H. Robins

ALTERNATIVE PROFESSION: Sell real estate

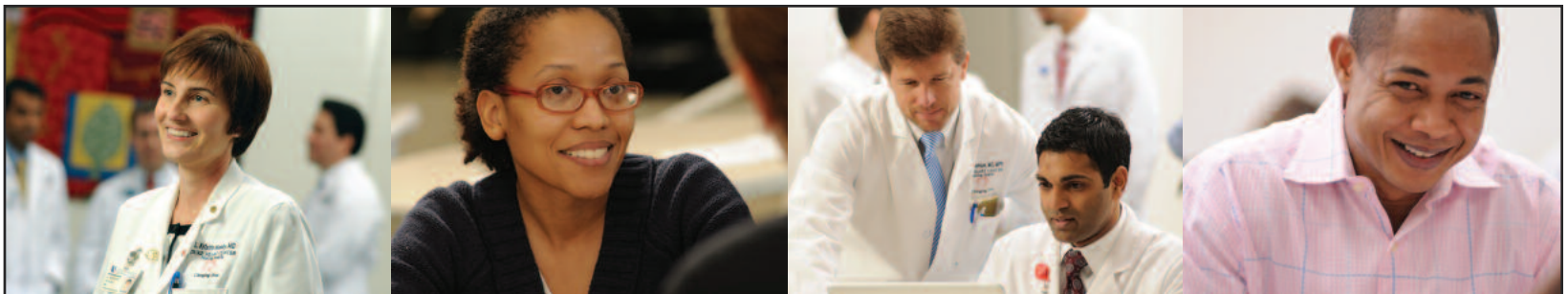
PROFESSIONAL MENTORS: Dawn Kincaid, Michelle Stanford, Lisa Berdan, Dr. Robert Harrington

GIVING BACK: Amyotrophic lateral sclerosis (ALS) fundraising activities

CONNECTED VIA: Facebook, LinkedIn, and Twitter

TWITTER ADDRESS: elizabethsreid; **FOLLOWS:** PharmaVOICE, the Healthcare Businesswomen's Association, Carly Fiorina, Tufts Center for the Study of Drug Development, BioPharmaToday, CenterWatch, Fox Nation, Ann Coulter, ALS Web Information, Duke ALS Clinic, NIH for Health

WORDS TO LIVE BY: Never doubt the power of a small group of committed people to change the world; that's about the only way it has ever happened in the past. — Margaret Mead



Leading by example.



The **Duke Clinical Research Institute**, the world's largest academic research organization, fosters an environment that produces inspirational leaders. Congratulations to **Elizabeth "Betsy" Reid**, chief operating officer, recognized by *PharmaVOICE* as one of the 100 most inspiring people in the life sciences industry.

Inspiring others.

The **DCRI's** leaders are some of the world's foremost authorities on the science and application of clinical research, uniquely positioning them to efficiently coordinate global clinical trials and answer scientific questions that improve patient care.

**DID YOU KNOW?**

Darlene Dobry is a Jersey Girl through and through; she loves Frank Sinatra, Bruce Springsteen, and Bon Jovi.



Darlene Dobry's biggest career highlight has been the opportunity to work with her creative partner, Scott Watson for the last 16 years.

Darlene **DOBRY**

NAVIGATIONAL EXPERTISE

To her colleagues and clients, Darlene Dobry is the complete package. She is a positive driving force in today's evolving life-sciences industry. As president of Ogilvy CommonHealth Medical Marketing, Ms. Dobry holds the key to success for the company's global enterprise.

Valued as an incredibly strong leader who knows how to work within the creative process, she drives the work along a focused strategic track, without impeding or complicating it. Within this environment Ms. Dobry and partner Scott Watson have developed the creative experience, which is as wonderful and rewarding as it should be.

She has a deep insight into the changing life-sciences industry, and believes agencies will need to learn to navigate through the new "norm" while doing "more with less" as the shift toward new communication channels continues to address the implications of healthcare reform and new physician models.

She notes it's important that all these factors are considered without losing sight of the purity and importance of the idea derived from a rich insight that differentiates brands.

The idea is what touches customers' hearts and minds and drives the desired behavior.

While it would be easy for Ms. Dobry to play the role of administrator, she likes getting her hands dirty, helping her clients untangle their most challenging marketplace riddles.

Colleagues say Ms. Dobry is a charismatic leader, who is endlessly optimistic and fiercely loyal. Ms. Dobry is hyper-competitive, and while she knows how to win, she also knows how to keep the game fun.

Outside the workplace, she encourages employees to make a difference in their personal lives, from supporting a humanitarian effort to assisting people across the globe, to helping the family of a fellow employee in need. In essence, Ms. Dobry maintains all the right priorities in a business that too often makes people compromise. She knows at its core, hers is a people business and that authentic motivation and nurturing of talent are the most important determinants of success. In essence, she creates an agency environment that attracts, develops, and supports individuals, while always emphasizing the power of community and collaboration.

POSITIVE. DRIVEN.

NAME: Darlene Dobry

CURRENT POSITION: President, Ogilvy CommonHealth Medical Marketing, Ogilvy CommonHealth Worldwide

DATE AND PLACE OF BIRTH: October 1963; Little Falls, N.J.

EDUCATION: B.A., Advertising and Communications, Rutgers University

FIRST JOB: Waitress

FIRST INDUSTRY-RELATED JOB: Traffic intern


ALTERNATIVE PROFESSION: Novelist or songwriter

PROFESSIONAL MENTORS: LeeAnne Pilson and Beverly Breitenbach

GIVING BACK: Church program, Little Lights; The Interfaith Hospitality Network, New Jersey; The American Heart Association

WORDS TO LIVE BY: We just have to get through this week and everything will be fine

AWARDS: HBA Rising Star, 2002; GSK Pyramid Award, Denavir Launch; IPG Organic Growth Initiative Chairman's Award

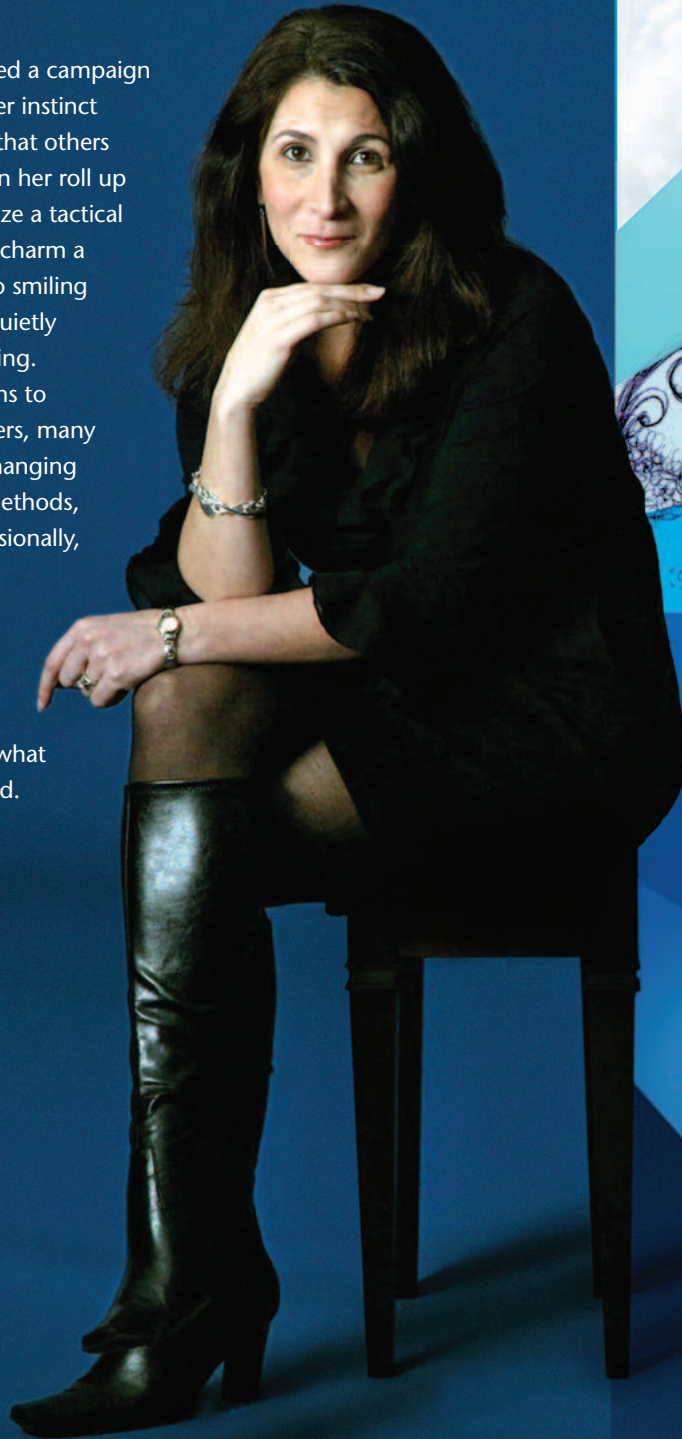
She says working with her creative partner, Scott Watson, for the last 16 years has contributed to their mutual success in this business. 



If you work in the healthcare business,
chances are you've been touched by
her ability to *inspire*

Perhaps you've admired a campaign
that benefited from her instinct
for finding an insight that others
missed. Or you've seen her roll up
her sleeves and energize a tactical
plan. Or watched her charm a
roomful of people into smiling
acquiescence as she quietly
reinvented their thinking.
From wide-eyed interns to
seasoned brand builders, many
credit Darlene with changing
their thinking, their methods,
their results, and occasionally,
their lives.

For all that and more,
we congratulate
Darlene Dobry on
being recognized for what
she brings to our world.



Nikin PATEL, Ph.D.

AN APPETITE FOR INNOVATION

Nikin Patel, Ph.D., is an industry leader with more than 13 years of experience in pharmaceutical R&D. While conducting his Ph.D. at the School of Pharmacy at The University of Nottingham, Dr. Patel, along with his supervisors, identified the need to provide a high-end service for the analysis and development of pharmaceuticals using techniques that were not currently being used. The result were Molecular Profiles Ltd. and Dr. Patel's current position as co-founder and CEO.

Molecular Profiles is Dr. Patel's second foray into entrepreneurship. In 2002, he co-founded Regentec Ltd., a company that develops products in the field of regenerative medicine.

He has worked hard to drive the reputation of Molecular Profiles as an innovative contract research provider. His contributions have paid off; he received the Queen's Award for Enterprise in the innovation category in 2007 and 2011. This is the most prestigious accolade for a company in the United Kingdom; the Queen meets the winners at Buckingham Palace.



DID YOU KNOW?

Dr. Nikin Patel draws inspiration from his grandfather, a serial entrepreneur who created a successful business in Uganda, but who was expelled from the country by Idi Amin in the 1970s; he started from scratch in the U.K. to develop a successful property empire.

Dr. Nikin Patel is leading the way in advanced characterization of pharmaceutical and biological materials to deliver sophisticated analytical, formulation, and development solutions to meet the growing needs in the industry.

Dr. Patel maintains a strong link with the University of Nottingham, assisting undergraduates, postgraduates, and academics, sponsoring Ph.D. candidates, and sitting on business strategy panels. Also on a pro bono

basis, Dr. Patel interacts with the local science community to provide business support to academics wishing to commercialize their research.

Under Dr. Patel's guidance, Molecular Pro-

Bill TAAFFE

AN INDUSTRY ICON

Bill Taaffe came to the United States from Ireland in 1984 for a week's assignment, and never went back. Since then, he has been instrumental in defining the CRO industry as well as helping to grow ICON from its humble beginnings to a world-class global contract research organization.

When Mr. Taaffe joined ICON's U.S. office in 1993, there were just nine employees. In the subsequent years, as president and CEO, he grew the company's U.S. clinical operations to more than 1,200 employees as of March 2005 and presided over 12 successful years of growth and regional expansion. For the last six years, Mr. Taaffe has been president, corporate development. Before his retirement in June 2011, he held the title of president, DOCS, ICON's staffing division.

No matter his title or his area of responsibility, Mr. Taaffe to many in the industry is synonymous with ICON Clinical Research. His industry contacts and achievements are legendary. Also celebrated are Mr. Taaffe's sense of humor, straight-talking approach to

CONNECTED. STRAIGHTFORWARD.

NAME: Bill Taaffe

LAST POSITION: President, DOCS, ICON Clinical Research

DATE AND PLACE OF BIRTH: October 1948; Dublin

EDUCATION: B.S., University College Dublin

FIRST JOB: Canning factory in England

FIRST INDUSTRY-RELATED JOB: Research biochemist

ALTERNATIVE PROFESSION: Landscaping

CONNECTED VIA: LinkedIn, Facebook

WORDS TO LIVE BY: Live with integrity

the challenges facing the industry, and egalitarian leadership style.

Renowned for his MBWA — management by walking around — style, Mr. Taaffe frequently could be sighted at the desk of a project manager or CRA, chatting, encouraging, and learning. For many at ICON, any day in which Mr. Taaffe stopped by was immediately improved.

His legacy will live on in the people whose lives he has touched. He takes pride in having mentored many individuals over the years, and he hopes that in some small way he has inspired them to have the confidence to achieve more. **PV**



Bill Taaffe's legacy as an industry thought leader, game changer, and leading light in the world of CROs is secure.



QUIET. RESOLUTE.

NAME: Nikin Patel, Ph.D.
CURRENT POSITION: CEO, Molecular Profiles Ltd.
DATE AND PLACE OF BIRTH: October 1972; London
EDUCATION: B.Pharm., Pharmacy, Ph.D., Biophysics & Surface Analysis, The University of Nottingham
FIRST INDUSTRY-RELATED JOB: Trainee pharmacist, Eli Lilly and Co., U.K.
ALTERNATIVE PROFESSION: Restaurant critic
GIVING BACK: Local youth sports teams, Lab13, an after-school science club
CONNECTED VIA: LinkedIn
AWARDS: The Queen's Award for Enterprise: Innovation, 2007 and 2011

files sponsors local youth football and cricket teams and charities that support horse riding for the disabled. He is also personally involved in such projects as Lab13, an after-school science club, which focuses on driving science education for children.

Dr. Patel has acted both as a director of MediLink, an organization dedicated to driving the growth of pharmaceutical companies in the East Midlands region of the United Kingdom, and as a strategy group member for Nottingham Science City. **PV**



David. S. **TIERNEY**, M.D.
SPECIALTY-FOCUSED



Dr. David Tierney significantly redefined the acquisition growth model by staying focused on key medical specialties.

DID YOU KNOW?

Dr. David Tierney received his medical degree from the Royal College of Surgeons in Dublin.



DETERMINED. TENACIOUS.

NAME: David S. Tierney, M.D.
CURRENT POSITION: President and Chief Operating Officer, Oceana Therapeutics Inc.
DATE AND PLACE OF BIRTH: April 1963; Dublin
EDUCATION: M.D., Royal College of Surgeons
FIRST JOB: Dishwasher
FIRST INDUSTRY-RELATED JOB: Medical director, Elan Corp.
ALTERNATIVE PROFESSION: A shredder (a professional lead electric guitar player)
PROFESSIONAL MENTOR: John Spitznagel, chairman and CEO, Oceana
WORDS TO LIVE BY: Work hard, play hard
AWARDS: Ernst & Young Entrepreneur of the Year, 2005, N.J. Region

David Tierney, M.D., serves as president and chief operating officer of Oceana Therapeutics, a specialty therapeutics company he co-founded in mid-2008. Despite a global economic crisis that challenged the growth of even the most well-established companies, Oceana successfully executed an innovative strategy of identifying, acquiring, and commercializing approved and late-stage specialty therapeutics to address unmet medical needs globally.

Recognizing the competitive challenges facing U.S. specialty pharma firms vying for product acquisitions, Dr. Tierney and Oceana significantly redefined the acquisition growth model by staying focused on key medical specialties, including colorectal, gastroenterology, and urological diseases; broadening the model to include specialty devices and diagnostics; and expanding the model globally to take advantage of international acquisition and marketing opportunities.

Recognized as a knowledgeable scientist, a savvy businessman, and an extraordinary leader, Dr. Tierney's boundless energy led the company within one year of startup to acquire worldwide rights to two products and position itself with executive offices in Edison, N.J., and European operations in Dublin.

Despite being a relatively young company, Oceana is already generating product sales on

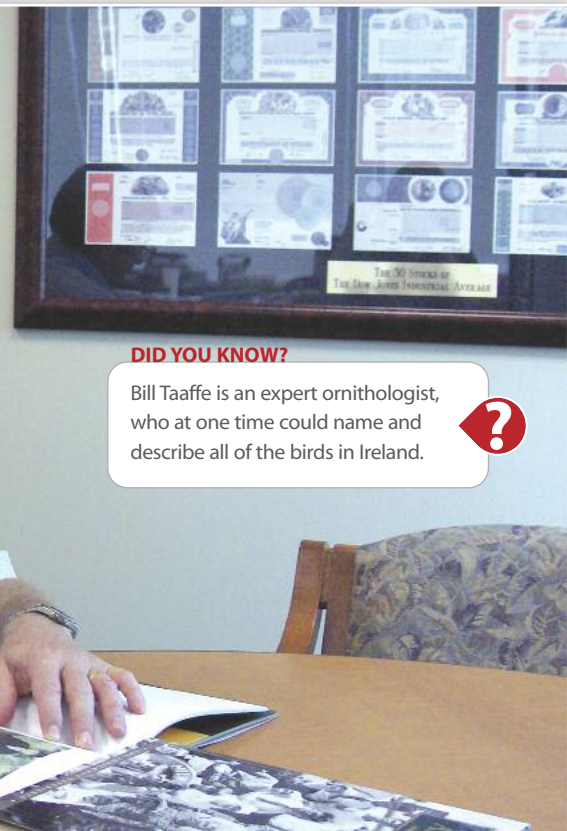
both sides of the Atlantic with Deflux, a treatment for a pediatric urinary condition.

Additionally, under Dr. Tierney's leadership Oceana has received approval for Solesta, an outpatient treatment for bowel incontinence that addresses a large treatment gap for patients afflicted with a truly life-devastating condition.

Clearly, Dr. Tierney's record of success reveals a health-science professional, who has and continues to have a significant impact on the industry and patients, as well being an inspiration for many people who have been lucky enough to know and work with him.

Colleagues say Dr. Tierney has an inherent ability to win over people with his wit and ability to make them smile and laugh. This, plus his open-door management philosophy should not be overlooked, because it is a strong contributing factor regarding his ability to win the loyalty of colleagues and manage a large number of people in a productive way.

Dr. Tierney is admired for his high personal integrity, a trait that inspires individual creativity and pulls people together into a focused team. **PV**



DID YOU KNOW?

Bill Taaffe is an expert ornithologist, who at one time could name and describe all of the birds in Ireland.



Freda C. LEWIS-HALL, M.D.

A GUIDING LIGHT

Freda Lewis-Hall, M.D., chief medical officer of Pfizer, exudes an aura of confidence and energy that is infectious. She rocks a ballroom as easily as she controls a boardroom. When Dr. Lewis-Hall speaks, people listen. And not only do people listen, but they are enthralled by her knowledge of medicine, her insights on the state of healthcare today, and her predictions where medicine — from a research as well as commercialization perspective — is headed in the future.

Her natural stage presence was no doubt fine-tuned in front of and behind the camera when she hosted a talk show on health matters in the 1990s. The program, which aired on a Washington, D.C., PBS station, and was syndicated nationally, proved to be transformative for the up-and-coming executive and physician as she discovered the power of the media and its ability to influence the health of many through a single message. She believes that the industry hasn't yet fully harnessed the power of the media to improve health and help people live longer and better lives.

Once again in her own way, Dr. Lewis-Hall is moving the needle. Before being named as the Healthcare Businesswomen's Association's Woman of the Year in 2011, Dr. Lewis-Hall shared her inspirational story related to her pursuit of medical excellence during the organization's yearly leadership conference. She is now sharing her "Equanimity Under Duress: A Conversation About Leadership" story through the HBA's new online product offering: Leadership in Practice. Dr. Lewis-Hall was profoundly influenced by her mentor Dr. LaSalle D. Leffall Jr., whom she met while in medical school. It was he who impressed upon her this guiding principle, which is more than grace under pressure; equanimity under duress is a resolve that is rooted in a deep awareness of the present moment and absolute confidence in one's ability to find a way forward.

Dr. Lewis-Hall's path has taken her all the way to the top. As a member of Pfizer's executive leadership team and the company's most senior physician, she is one of the highest ranking women in the pharmaceutical industry. She leads Pfizer's medical division, which encompasses the company's global safety and regulatory strategy and operations, clinical trials ex-



Dr. Freda Lewis-Hall's experiences as a physician and industry thought leader give her a multifaceted perspective to address the complicated changes facing the industry today.

cellence, external medical communications, external medical affairs, regulatory compliance, and medical quality assurance.

Her role as Pfizer's chief medical officer is a true career highlight. And with the title she says comes great responsibility and opportunity: the chance to help shape a global force in healthcare and to expand Pfizer's tradition of care for the patient.

Dr. Lewis-Hall's leadership and mentorship are noted throughout Pfizer and the industry at large. Colleagues and peers await to see how she will address the challenges inherent with the massive and unprecedented change the industry is undergoing. She notes as companies

DID YOU KNOW?

Dr. Freda Lewis-Hall once hosted a national healthcare TV show.



OPTIMISTIC. RELENTLESS.

NAME: Freda C. Lewis-Hall, M.D., DFAPA

CURRENT POSITION: Executive VP and Chief Medical Officer, Pfizer Inc.

DATE AND PLACE OF BIRTH: February 1955; Washington, D.C.

EDUCATION: B.S., The Johns Hopkins University, 1976; M.D., Howard University College of Medicine, 1980

FIRST JOB: Tailor's assistant for her uncle at age 3

FIRST INDUSTRY-RELATED JOB: Clinical research physician, Lilly

ALTERNATIVE PROFESSION: National talk show host

PROFESSIONAL MENTORS: Dr. LaSalle Leffall Jr.


PROFESSIONAL ASSOCIATIONS: Healthcare Businesswomen's Association, Harvard Medical School, Society for Women's Health Research

GIVING BACK: Power To End Stroke Initiative

CONNECTED VIA: HBA blogs, webcasts

AWARDS: Healthcare Businesswomen's Association Woman of the Year, 2011; Legacy Award, American Heart Association's Power to End Stroke Annual Power Awards, 2011; Honorary Doctorate, Coppin State University, 2010; Black Health Magazine, 25 Most Influential African Americans in Healthcare, 2009; Black Enterprise Magazine, 75 Most Powerful Women in Business, 2009; Forbes, Mythbusters: Who Says Women Can't Do Math And Science, 2009

WORDS TO LIVE BY: If something is out of reach, move closer

move into precision medicine and new frontiers with vaccines, the challenge of ensuring the safe, effective, and appropriate use of all products, including Pfizer's, from clinical trials through last use anywhere on the planet, is an exciting one. 



We'd never hurt a fly.
But we will crush your competitors
like a bug.



brandkarma



We are at peace with the universe, except when it comes to you and your brand. Then it's no holds barred. Take no prisoners. For whip-smart strategic and cunningly creative healthcare marketing, call Ken Ribotsky at 949-585-9000.

Always thinking about your business. Always watching your back.

Brandkarma is part of The Core Nation group of companies.

John C. **LECHLEITER**, Ph.D.

STAYING THE COURSE

John Lechleiter, Ph.D., president and CEO of Eli Lilly and Co., has clearly laid out the mission for the company's path going forward: Lilly will be the company that continues to discover, develop, manufacture, and market new medicines that represent true advances and provide real value for its customers, even compared with lower-priced generics.

He is committed to the strategy of creating value by accelerating the flow of innovative medicines that provide improved outcomes for individual patients. Noting that some of his peers are shifting direction, moving away from innovative drugs or staking their future on consolidation, he publicly stated this is not Lilly's path. With a commitment to patients, he says Lilly is on course to a future of new and better medicines for people who need them and growing returns for the company and its shareholders.

Colleagues are inspired by his leadership and say he is the driving force in moving Lilly forward within the life-sciences industry.

Dr. Lechleiter is committed to Lilly main-

DID YOU KNOW?

Dr. John Lechleiter serves on the 2012 Indianapolis Super Bowl host committee.



taining a strong leadership position in diabetes and oncology. Part of the strategy includes accelerating new launches; capitalizing on product life cycles in emerging markets; and adding offerings in core therapeutic areas through product acquisitions, licensing deals, co-marketing agreements, and alliances, such as the collaboration with Boehringer Ingelheim.

In addition to overseeing a global organization of more than 38,000 employees globally, 12,000 of whom are in Indiana where the company has its U.S. headquarters, Dr. Lechleiter was elected as chairman-elect of the Pharmaceutical Research and Manufacturers of America (PhRMA) board of directors in 2011.

He also serves on the board of the United Way Worldwide. Under his leadership, Lilly has been the recipient of numerous United Way awards, including the 2009 United Way of America Spirit of America award, its highest recognition to business for commit-



Dr. John Lechleiter is steadfastly steering Lilly toward future success.

DRIVEN. COMMITTED.

NAME: John C. Lechleiter, Ph.D.

CURRENT POSITION: President and CEO, Eli Lilly and Co.

EDUCATION: B.S., Chemistry, Xavier University; M.S. and Ph.D., Harvard University

PROFESSIONAL ASSOCIATIONS: American Chemical Society; Business Roundtable; Business Council; PhRMA; United Way Worldwide; Xavier University; the Life Sciences Foundation; Central Indiana Corporate Partnership

ment to community. Lilly is a recipient of countless other awards for its commitment to the community. **PV**

Christopher A. **VIEHBACHER** • STRATEGIC CLARITY

Sanofi CEO Christopher Viehbacher is taking advantage of more than just Genzyme's incredible assets. To simplify the family identity, Sanofi-Aventis, as of July 1, became just Sanofi. Mr. Viehbacher explains that the Sanofi-Aventis name was a bit cumbersome when used on the global landscape.

Employees say Sanofi's recent acquisition of Genzyme was an industry coup and Mr. Viehbacher's partnerships with academia and smaller companies indicate his willingness to destroy the "not-invented-here" culture. They say Mr. Viehbacher has done a remarkable job of steering a company that was headed in the wrong direction, back onto a sustainable course.

Mr. Viehbacher's ability to take a bureaucratic company and transform it into a nimble enterprise has come to the attention of many throughout the industry. This agility will come into play as the company comes to grips with the loss of sales attributed to generic competition in 2012 to Plavix, which made 6 billion euros in worldwide sales in 2010. In the United States, this could translate into a 90% sales drop in three weeks.

Last year, the company lost sales of Stilnox

in the United States to generic competition. The company also faced the recent patent expirations of Taxotere, Eloxatin, and Aprovel. Between late 2008 and late 2011, it's reported that Sanofi will have lost more than 20% of its sales or more than \$5 billion to generics.

Under Mr. Viehbacher's leadership, the losses have been balanced by several acquisitions, the latest of which is Genzyme, as well as organic growth.

The company has significantly invested in emerging countries, public health, animal

health, and vaccines. He says this strategy allows Sanofi to be able to escape from the boom-bust cycle of patented drugs.

As Sanofi embarks on its next stage, employees say Mr. Viehbacher's strategic clarity, gift for articulating complex issues in simple terms that rally the rank and file, and courage to embrace a business model that radically departs from the industry norm set him apart. **PV**

**DETERMINED. SAVVY.**

NAME: Christopher A. Viehbacher

CURRENT POSITION: CEO, Sanofi

DATE AND PLACE OF BIRTH: March 26, 1960

EDUCATION: Degree in Commerce, Queen's University, Ontario

Christopher Viehbacher is positioning Sanofi for growth beyond the patent cliff.

DID YOU KNOW?

Christopher Viehbacher holds German and Canadian nationalities.



Sir Allen James **MCCLAY**

TO THE MANOR BUILT — IN MEMORIAM

Allen McClay was born into a modest family and during the course of his life became one of the most prominent businessmen in Northern Ireland's history. His success as a business person and his philanthropic activities contributed to him being knighted in 2006. Sir Allen lost his battle with cancer on Jan. 12, 2010.

The son of a draper, he started his career in sales at Glaxo, before founding Galen in 1968. Under Sir Allen's leadership, Galen went public in 1997 and became Northern Ireland's first billion-pound company. But the path to success was not without twists and turns.

In the 1980s, without any prior warning, the United Kingdom produced a blacklist of medicines, which doctors were not able to prescribe on the National Health Service. Over night this resulted in about 80% of Galen's products being added to the blacklist. This could have been the death knell for the company, but if anything it marked the start of the success of the organization, which up to that time had been producing me-too medicines. Since then, Galen has emerged with a series of niche products.

Sir Allen named the company after Galen, the ancient Greek physician who was an influential writer on medical subjects.

In 2000, Sir Allen recognized that Galen was taking a shift in direction and sold his shareholdings. He wasn't idle for long; he took his proceeds and established Almac.

According to those who knew him best, establishing Almac as a global organization and watching it grow and extend its range of services in both the research and discovery aspects of the business was a career highlight marked by a long-history of achievements. Almac has since grown into almost a half-a-billion-dollar pharmaceutical contract R&D business.

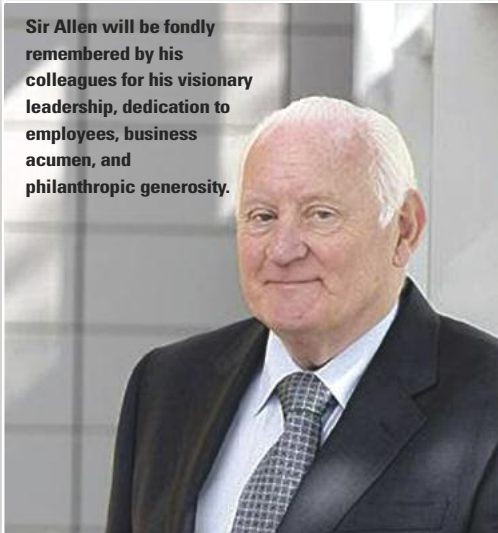
An industry visionary, Sir Allen prophesized, before the notion became popular, that the day of the blockbuster drugs was over and that the future was in personalized medicine, whereby testing would be carried out to ensure patients receive the most appropriate medicine.

Sir Allen's mission, which was to advance human health, also led him to invest in Almac's biomarker and discovery businesses focused on bringing novel and innovative cancer treatments to market.

Sir Allen took a strong interest in his employees, knew most by name, and always referred to them as his "family."

A truly inspiring individual, Sir Allen will be fondly remembered by his colleagues for his

Sir Allen will be fondly remembered by his colleagues for his visionary leadership, dedication to employees, business acumen, and philanthropic generosity.



AMBITIOUS. DETERMINED.

NAME: Sir Allen James McClay

LAST POSITION: Founder, Almac Group

DATE AND PLACE OF BIRTH: March 21, 1932 - Jan. 12, 2010; Cookstown, Northern Ireland

EDUCATION: Pharmacy, Belfast College of Technology, Member of the Pharmaceutical Society of Northern Ireland, Honorary Doctor of Science

FIRST JOB: Pharmacy manager

FIRST INDUSTRY-RELATED JOB: Sales representative, Glaxo

WORDS TO LIVE BY: Be determined, focused, don't give up, don't be afraid of obstacles but to keep persevering until success is achieved

DID YOU KNOW?

Sir Allen McClay was personally invited to Bhutan for the coronation of the king.



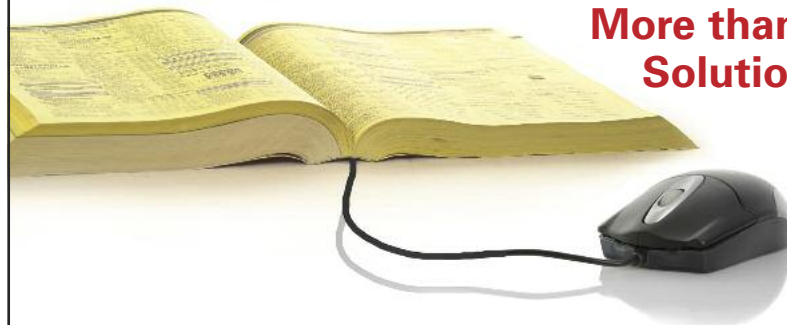
visionary leadership, dedication to employees, business acumen, and philanthropic generosity.

Sir Allen's charitable efforts culminated in 2008 when he formed the McClay Foundation, which has donated £20 million, including £10 million to the new McClay Library at Queens University Belfast.

Outside the office, Sir Allen was a keen golfer and enjoyed spending time at Royal Co. Down and Royal Portrush and Golf Clubs. He also owned several racehorses and enjoyed his hobby from a private box at Northern Ireland's Down Royal Racecourse, where he often entertained, family, friends and colleagues. **PV**

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Jeffrey I. HOFFMAN • A CULTURE OF INNOVATION

The one thing people who work with Jeff Hoffman can count on is change.

In leading Euro RSCG Life (ERL) Catapult as president, Mr. Hoffman places a huge emphasis on culture.

Innovation is imperative and mediocrity is unacceptable to Mr. Hoffman. He encourages his staff to look inward at ways the agency can grow. The emphasis is on clients and helping them get to the future first.

His vision of a new unified model of best-in-class practices became a reality with the launch of ERL Catapult in 2008. In just three years, Catapult has grown to the fourth-largest agency within ERL worldwide. His inspirational leadership was rewarded with a full partnership in the Havas Health Network in April.


Though highly focused, he still is able to successfully manage from a 30,000-foot view.

Mr. Hoffman is approachable, and thanks to his leadership, Catapult has an extremely low staff turnover. Mr. Hoffman is committed to growing the executive leadership team as well as the entire staff.

The investment of time, energy, and money, is a clear reflection of the value placed on growth and unification.

What really sets Mr. Hoffman apart is his commitment to emerging ideologies in the healthcare space. He understands that innovative strategies must be adaptable to the marketing trends that ultimately dictate their commercial use. In addition, Mr. Hoffman's ethics and integrity are unparalleled in the way he drives client business, inspires his teams, and focuses on the greater social good.

The work he has done in both raising awareness and funds for Fanconi anemia (FA is a rare, inherited blood disorder that leads to bone marrow failure) has been herculean.

Mr. Hoffman's son, Sam, has FA, and when he was born he was given less than a 15% chance of making it through a bone marrow transplant. Based on the research and progress made in this disease, Sam survived the operation in 2006 and is alive and well five years post-transplant. Sam, who reminds his family that "he is living large," in turn has been an inspiration to his father for his courage and positive attitude. In fact, Sam recently was a speaker at a bone marrow registry fundraiser in Boston. Mr. Hoffman's daughter, Caren, is another source of inspiration. She won the WebMD Health Hero's award in November 2010 based on her passion for helping people with cancer; she raised more than \$87,000 through her school club, which she founded. 



Jeff Hoffman values innovation and won't settle for anything but the best.

DID YOU KNOW?

Jeff Hoffman went to 127 Grateful Dead concerts and still graduated from college.



PASSIONATE. VISIONARY.

NAME: Jeffrey I. Hoffman

CURRENT POSITION: President, Euro RSCG Life Catapult; Partner, Havas Health

DATE AND PLACE OF BIRTH: April 1958; New York

EDUCATION: B.A., Business and Economics, Muhlenberg College, 1979

FIRST JOB: Leasing rental furniture

FIRST INDUSTRY-RELATED JOB: Lally, McFarland and Pantello

ALTERNATIVE PROFESSION: Own a summer camp for children

PROFESSIONAL MENTORS: Paul Ray, Ron Pantello, Donna Murphy, and Doug Burcin

GIVING BACK: Fanconi Anemia Research Fund, Camp Sunshine, and The Hole in the Wall Gang Camp

WORDS TO LIVE BY: Life is 10% what happens to you and 90% how you react to it

AWARDS: Hospital Salesperson of the Year Purdue Pharma, 1982; District Manager of the Year Purdue Pharma, 1983; Salesman of the Year 1985 3M Diagnostic Systems; President's Club 1993, 1994, 1995 Medcom/Trainex; Euro RSCG Life Network Person of the Year, 2007

Patricia LEUCHTEN

RELATIONSHIP-DRIVEN

Being of service to people drives Patricia Leuchten, founder, president, and CEO of The Avoca Group Inc. In everything she does, from a business as well as philanthropic perspective, she strives to improve the lives of individuals who are in the greatest need.

From a business standpoint, her relationships with colleagues and clients are of paramount importance and define how she operates. Philanthropically, she supports the Peaceweaver, an organization that provides models of sustainable living, healing, and wellness in upstate New York; Love Knows No Bounds, an organization that continues to help the people of New Orleans affected by the devastation of Hurricane Katrina; and the Princeton Housing Initiative. All of these have something in common; they all strive to improve the lives of individuals who are in the greatest need through healing, support, and practical interventions, such as the provision of affordable housing.

Ms. Leuchten has worked in the pharmaceutical industry for almost 25 years, during which time she has held management positions at both pharmaceutical companies and CROs.

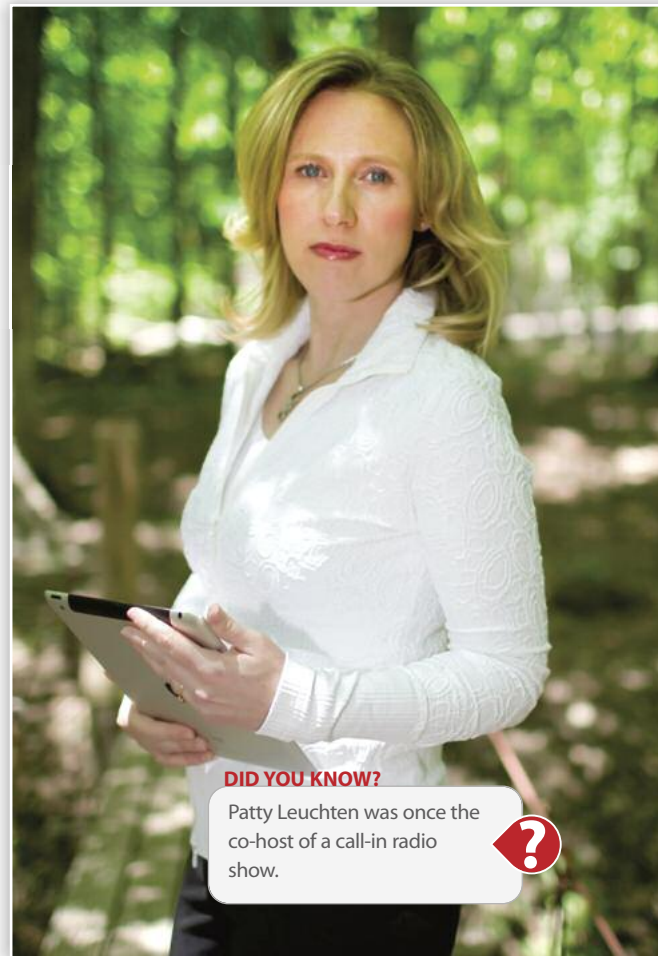
In 1999, recognizing that the outsourcing relationships between sponsors and CROs were lacking in trust and mutual respect, she started The Avoca Group to focus on relationship management. As president and CEO, she is passionate about addressing the issues sur-

Patty Leuchten is dedicated to and passionate about improving relationships between CROs and sponsors.

rounding the quality of outsourced clinical trials, and she hopes someday to help start an industry consortium whose mission is to create standards and guidelines focused on quality and to bridge the gaps between sponsors and CROs in the area of quality management.

Ms. Leuchten believes that measuring performance and relationships is important in outsourcing, but without a focus and commitment to measurement and taking action to optimize relationships, partnerships cannot succeed. In 1999, measuring key relationship indicators, a term Ms. Leuchten is credited with coining, was not commonplace. This was an innovative idea that now, 12 years later, is recognized as critical to the health of outsourced partnerships.

Colleagues are truly inspired by her commitment and dedication to improving business relationships in the industry. **PV**



DID YOU KNOW?

Patty Leuchten was once the co-host of a call-in radio show.



DEDICATED. ENERGETIC.

NAME: Patricia Leuchten

CURRENT POSITION: Founder, President, and CEO, The Avoca Group Inc.

DATE AND PLACE OF BIRTH: March 1965; Hazleton, Pa.

EDUCATION: B.S., Molecular Biology, Lehigh University; University of Kent, Canterbury, U.K.

FIRST JOBS: Flower shop; pizza shop

FIRST INDUSTRY-RELATED JOB: Clinical research associate, AstraZeneca

ALTERNATIVE PROFESSION: Therapist/counselor

PROFESSIONAL MENTORS: Dr. Hein Besselaar, Jeff McMullen, Bill Leuchten

GIVING BACK: Peaceweaver, Love Knows No Bounds, Princeton Housing Initiative

CONNECTED VIA: Facebook

WORDS TO LIVE BY: It's not whether you win or lose, it's how you play the game

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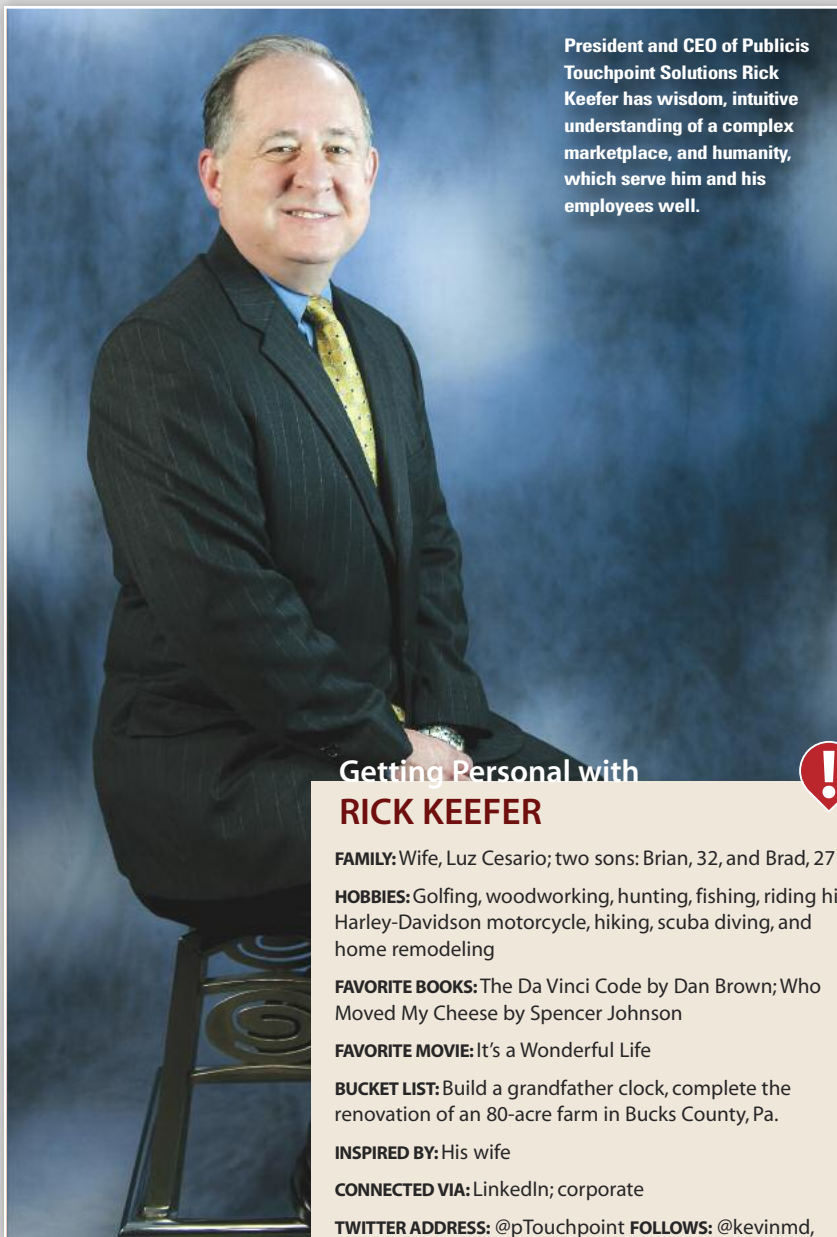
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President and CEO of Publicis Touchpoint Solutions Rick Keefer has wisdom, intuitive understanding of a complex marketplace, and humanity, which serve him and his employees well.

Getting Personal with **RICK KEEFER**

FAMILY: Wife, Luz Cesario; two sons: Brian, 32, and Brad, 27

HOBBIES: Golfing, woodworking, hunting, fishing, riding his Harley-Davidson motorcycle, hiking, scuba diving, and home remodeling

FAVORITE BOOKS: The Da Vinci Code by Dan Brown; Who Moved My Cheese by Spencer Johnson

FAVORITE MOVIE: It's a Wonderful Life

BUCKET LIST: Build a grandfather clock, complete the renovation of an 80-acre farm in Bucks County, Pa.

INSPIRED BY: His wife

CONNECTED VIA: LinkedIn; corporate

TWITTER ADDRESS: @pTouchpoint **FOLLOWS:** @kevinmd, @NatBourre, @xpetit, @MDMonseau, @HBAnet, @WendyBlackburn, @shwen, @ePatientDave, @HBAnet_metro, and @PharmaVOICE

FAVORITE SMARTPHONE APPS: The Weather Channel, HopStop, and Beat the Traffic

MOST UNUSUAL PLACE VISITED: The Normandy American Cemetery and Memorial, France; white crosses span the 170-plus-acre cemetery, making it a profound and moving experience

LIFE LESSONS: A person is only as good as their word

UNDER THE CLOAK OF INVISIBILITY: Oval Office

TIME TRAVEL: Future to 2061, visiting Mars or the moon with the expectation that not only would Earth be quite different, but that there will likely be space colonies

Rick **KEEFER**

SERIAL SUCCESS

For four consecutive years Rick Keefer, president and CEO of Publicis Touchpoint Solutions, has been a PharmaVOICE 100 honoree. Throughout his career, he has been a strong leader in the organizations he runs as well as the pharmaceutical industry as a whole. He maintains a focus not only on the business he is in, but what is changing in the industry as a whole, enabling Touchpoint Solutions to be proactive and strategic for its customers.

His wisdom, his intuitive understanding of a complex marketplace, and his humanity continue to serve him and his employees well. Collaborative by nature, Mr. Keefer developed an employee recognition program, Touchpoint Stars, to enable both executives and peers to nominate their colleagues for their efforts. He enjoys most watching people in the organization develop, prosper, and grow into increasingly greater roles.

He is thoughtful in every way; when he opens his mouth what comes out is meaningful, not just noise.

Over the years, Mr. Keefer has been a mentor for a number of colleagues, and says that in his experience, the mentor often gets more out of the relationship than the mentee.

His dedication to mentoring is one of the reasons his company is an active supporter and corporate sponsor of the Healthcare Businesswomen's Association (HBA). Mr. Keefer is an HBA member, serving on the HBA Metro Chapter advisory board. He encourages his employees to actively participate in the association.

Committed to giving back to the community, he supports (both personally and professionally) several local nonprofits, such as Isles, whose mission is to foster self-reliant families in healthy, sustainable communities in the greater Trenton area. He and his wife also actively support the National Breast Cancer Foundation.

Touchpoint's move to a LEED-certified green building in Yardley, Pa., supports Mr. Keefer's commitment to EverGreen, Touchpoint's Go-Green initiative.

Outside of work, Mr. Keefer is just as relentless in accomplishing goals, be that his passion for woodwork or newer pursuits.

In the past year, he and his wife bought an 80-acre Bucks County, Pa., farm that requires significant restoration. The project has involved removing decades of debris, clearing the land, and developing the plans to build a new home on the site. Mr. Keefer's entire family is working on this, and while they are all very excited about the new project, creativity and relentlessness will be two characteristics he will need in abundance before it is completed. **PV**

Harris KAPLAN • FINDING A NICHE

Ingrained by his parents, Holocaust survivors, that nothing would be handed to him, Harris Kaplan, president and CEO of Healogix, started out his life as an entrepreneur at the age of 8, hiring two neighborhood kids to help him mow lawns and shovel snow.

With this money, and additional funds he earned selling magazines door to door as a teen, Mr. Kaplan paid his own way through college. At the age of 27, he became one of the youngest market research directors at Becton Dickinson. Later he joined with Joe Migliara to found Migliara-Kaplan (MK) with just \$2,000, and grew it to be one of the largest custom research businesses in healthcare. After selling MK, he co-founded Cozint, one of the industry's first research companies to leverage the Web for physician interviews. Cozint was acquired two years later by GfK Market Measures.

It was while consulting for Crestor's brand team during a time when the brand was extremely challenged that Mr. Kaplan had an epiphany. He was required to perform extensive marketing research that had to be done quickly and accurately, but he also needed to consider and synthesize all market influencers:



payers, patients, and physicians, along with all the various factors that matter to each. So, saddled in a world of off-the-rack market research, he founded Healogix, which pulls together an experienced team of researchers who work directly on engagements to consider and integrate all of the key influencing factors.

Healogix helps pharma move its focus from how market research is done to what it means and how that research can impact outcomes.

Mr. Harris believes that on matters of principle it is important to stand like a rock, but on matters of style one should go with the flow.

A guide to many in the industry, Mr. Kaplan has mentored more than 14 individuals who currently run market research companies today, including V2 and Kantar. He prides himself on always having run his businesses transparently, helping his employees not only learn the ins and outs of market research, but also the business issues facing clients as well as how to run a marketing research and consulting company. He equips his employees with the skills to become business leaders.

Getting Personal with HARRIS KAPLAN

HOBBIES: Cooking, bicycling, reading, art collecting, music

READING LIST: The Economist, Wired, Fast Company, HBR, Fortune, Forbes

FAVORITE BOOK: Zorba the Greek by Nikos Kazantzakis

FAVORITE MOVIE: A Night at the Opera

BUCKET LIST: Travel to Argentina, Machu Picchu, Europe, Israel; take a safari; climb Mount Rainier; see all 50 states; write a book and articles; teach; do more board-level participation for charities

INSPIRED BY: Colin Powell, Warren Buffett, Steve Jobs

CONNECTED VIA: LinkedIn

FAVORITE SMARTPHONE APP: GPS

MOST UNUSUAL PLACE VISITED: Abandoned gold mines in the foothills of the Sierras in California

LIFE LESSONS: You'll know you've arrived when you can say "I don't know" in a meeting and not feel threatened or stupid

Mr. Kaplan says he learned from his own mentors that people want to be treated fairly but also candidly. Coddle them and they take longer to develop than they should. Be too demanding and they are discouraged. It's a tough balance, but one that he and other leaders owe to the next generation of up-and-coming leaders. **PV**

Dr. Roger JONES • ELOQUENT GENIUS



Brilliance and eloquence come together in Roger Jones, Ph.D., Qforma's chairman, chief operating officer, and chief scientific officer. While his ideas would likely be beyond the grasp of most people, he is equally good at explaining complex ideas at a very deep level. He is like that perfect college professor who opens up a particular subject for his students.

As a company leader he listens carefully, watches thoughtfully, and acts profoundly, yet he is compassionate and has an immense sense of humor. This combination encourages the best performance from a diverse group of people and encourages them to step out of a comfort zone to approach a challenge in a new way.

Before meeting Dr. Jones, his resume and knowledge set might appear intimidating: an expert in laser fusion and machine learning and founder or co-founder of several high-technology companies. In reality, he is funny, self-deprecating, and incredibly creative.

Beyond his accomplishments in the scientific and business place, he also encourages and supports artistic endeavors. An artist in his own right, he has inspired many team members to either learn or renew interests in painting, photography, and ceramics encouraging creative growth and outlets as well as creative thinking and solutions in the workplace.

Although he has achieved tremendous success across many sectors in the United States, Dr. Jones has not lost sight of his roots in New Mexico, nor the importance of fostering continued innovation in science.

In 2010, he established the Qforma Computational Thesis/Dissertation Award, which is presented to a University of Mexico (UNM) School of Engineering student for the most outstanding computational master's thesis or Ph.D. dissertation within a given academic year.

Dr. Jones has also established an annual Lectureship Award for promising junior faculty researchers in computer science at the University of New Mexico. **PV**

Getting Personal with DR. ROGER JONES

HOBBIES: Painting, music, and cooking

READING LIST: Accountable Care Organizations: A Roadmap for Success by Bruce Flareau and Joanne Bohn

FAVORITE BOOK: Quantum Field Theory in a Nutshell by A. Zee

FAVORITE MOVIE: Babette's Feast

BUCKET LIST: Visit Prague, create meaningful paintings

INSPIRED BY: John Coltrane

CONNECTED VIA: Facebook, Linked In, Wikipedia (editor), business Chatter page, Twitter

FAVORITE SMARTPHONE APP: AroundMe for the iPad

MOST UNUSUAL PLACE VISITED: The origin of Rio Magdalena in the Andes in Colombia; Point Barrow, Alaska; Blue Holes on Andros Island in the Bahamas; Masai Mara on the Serengeti; the peak of Mount Kenya

Joe BOYD

ADVANCING KNOWLEDGE



Joe Boyd, CEO of MCS Healthcare Public Relations, focuses on maintaining high ethical standards and a commitment to details.

Clients, employees, and thought leaders alike are inspired by Joe Boyd's approachable and visionary thinking.

Open to ideas from employees, Mr. Boyd, CEO of MCS Healthcare Public Relations, also challenges them to apply sound, strategic thinking in developing unique ways to communicate effectively to a broad range of audiences, including physicians, pharmacists, policymakers, educators, industry and association executives, and professional and consumer media.

He has a knack for identifying strengths in people and helping them to hone their skills to be their professional best. When a new employee came for an interview at MCS, the future employee told Mr. Boyd that she didn't really believe in pharmaceutical products, and that this career path may be a huge mistake. Mr. Boyd grinned and said without hesitation that the industry needed creative misfits, people with a healthy skepticism toward the way things are done, with a fresh perspective on the issues, and an ability to translate the science to an audience that is confused, cynical, and frustrated.

Mr. Boyd has kept MCS independent and lean, with a reputation for excellence and a knack for hiring a rare breed of employees who stay for the long term.

He is a highly knowledgeable and trusted source in the pharmaceutical industry, assisting clients with challenges and fueling the development of major initiatives designed to inform healthcare professionals and educate patients or consumers.

Those who have spent time at MCS say the

agency stands out because it thinks differently from other firms. This is a testament to the culture Mr. Boyd had developed based on his own commitment to march to his own tune. And as a result, he has truly changed the practice of medicine.

His focus on the highest ethical standards and commitment to detail in all communications has resulted in MCS being recognized by journalists, clients, and leading healthcare professionals as a

trusted source of reliable, accurate information, and a valued ally in advancing public knowledge and understanding of disease that in many cases improved lives.

Mr. Boyd's thoughtful approach to the industry shines through. He sees several challenges for the industry going forward, including that the risk-benefit profile of new therapies reflects a demand for science that may be a bit further off than everyone would like. The other large challenge is that in the past if the FDA approved a product and physicians trusted the product there was little thought given to any other group. While he is not nostalgic for that time, today the industry is increasingly caught between groups and interests. There is no FDA social media policy, for example, but there is a strong desire by concerned patients and others to talk directly to pharma companies via social media. He maintains that one of the biggest lessons from social media is that communication is not always promotion, and that is going to be a tough concept for the FDA and the industry to get an appropriate handle on.

In addition to his business success, Mr. Boyd has devoted considerable time and energy to a number of pro bono activities providing great public service, largely anonymously. One example was his support of the Children's Health Fund in its early years. It was founded in 1987 in New York City to provide medical care and services to the children of homeless families. It has now grown into a national organization, and Mr. Boyd's quiet work persuaded several pharmaceutical companies to provide substantive material

Getting Personal with JOE BOYD



FAMILY: Wife: Lauren Luik; four children: Eliot, Ambros, Amanda, and Christian

HOBBIES: Golf and boating

READING LIST: History, Raymond Chandler, and Dashiell Hammet

FAVORITE BOOK: Robert Fitzgerald's translation of the Odyssey

FAVORITE MOVIE: Casablanca

INSPIRED BY: Wife, Lauren


CONNECTED VIA: Facebook

MOST UNUSUAL PLACE VISITED: Great Wall of China

LIFE LESSONS: From one of his son's to his elementary school teacher who thought she was encouraging him when she kept telling him that "practice makes perfect." His son thought about it for a while and then said: "Nothing is perfect...practice makes progress."

TIME TRAVEL: Follow Abraham Lincoln around for a while to understand his grasp of the world, his focus on what it could be, and his ability to work with so many disparate forces to achieve all the things that he did

and personal support to the organization, which continues to this day. There are still people and organizations on the advisory council and corporate council that would not be there but for the quiet, diplomatic, and highly effective powers of persuasion that Mr. Boyd applied.

Other organizations Mr. Boyd supports include the Somerset Hills YMCA, St. Luke's Episcopal, the Somerset Hills Handicapped Riders Center and the Upper Raritan Watershed Association. 

Donna **CRYER**

ASCENDING GREAT HEIGHTS

As founder and CEO of the healthcare consultancy CryerHealth, Donna Cryer is having a profound impact on healthcare organizations and patients. But her biggest challenge came when she and two colleagues worked together to rebuild the healthcare practice at Hill & Knowlton. At the start, only one person had any agency experience, and they had no clients. They relied on their in-depth knowledge of healthcare to build the practice into one of the highest revenue-generating divisions in the entire H&K network in 18 months. Today, Ms. Cryer thinks of that experience as PR boot camp, since for the first few months the roles of research, pitching, and account management all fell on her.

Mentorship is important for Ms. Cryer, who counsels junior staff at her agency CryerHealth and never refuses a request for a lunch or a call to help with job or life advice. She regards it as a great privilege to be the yeast someone may need to rise, adding that there is a joy in connecting people either to other people, their dreams, or their best selves.

Ms. Cryer helped to establish a Washington, D.C., market for the Healthcare Businesswomen's Association's Mid-Atlantic chapter.

She has a huge impact on all those she interacts with. Colleagues describe her as passionate, brilliant, empathetic, visionary, and wonderful. Her ability to connect and make a difference has enabled her to ascend to great heights at organizations such as the HBA and the American Liver Foundation.

A graduate of Harvard and Georgetown Law, Ms. Cryer remains tied to the community and has helped multiple nonprofit organizations over the years.

Ms. Cryer is chairman of the board of the American Liver Foundation, which she regards as a singular opportunity to transform the experience for every patient and their family coping with liver disease. She says to be able to use all of her experience and skill sets to chart a new course for the organization, and to be the first woman and first person of color to do so is a great privilege. Her personal experience provides her with true insight into patients' experiences; she had a liver transplant while she was at law school.

Her commitment to other organizations is equally strong. A former board member and continued supporter of Calvary Women's

Getting Personal with **DONNA CRYER**

FAMILY: Husband, Dennis R. Cryer, M.D., FAHA, partner in business and life; younger brother; parents, retired schoolteachers

FAVORITE BOOKS: *How Doctors Think* by Jerome Groopman; *Blue Ocean Strategy* by W. Chan Kim and Renée Mauborgne; *Words that Work* by Frank Luntz; *You've Got to Have Heart* by Cass Wheeler; *The No. 1 Ladies Detective Agency* books by Alexander McCall Smith

FAVORITE MOVIES: *The Thomas Crown Affair* (1999) and *The Sound of Music*

BUCKET LIST: Having almost died three times in her 20s, she just appreciates each day

CONNECTED VIA: Twitter, LinkedIn, Facebook

TWITTER ADDRESS: @CryerHealth; @DCpatient; **FOLLOWS:** patient advocate groups, government health agencies, innovative companies

FAVORITE SMARTPHONE APP: WellApp GI Monitor

LIFE LESSONS: Be the fullest representation of yourself and don't worry about the rest

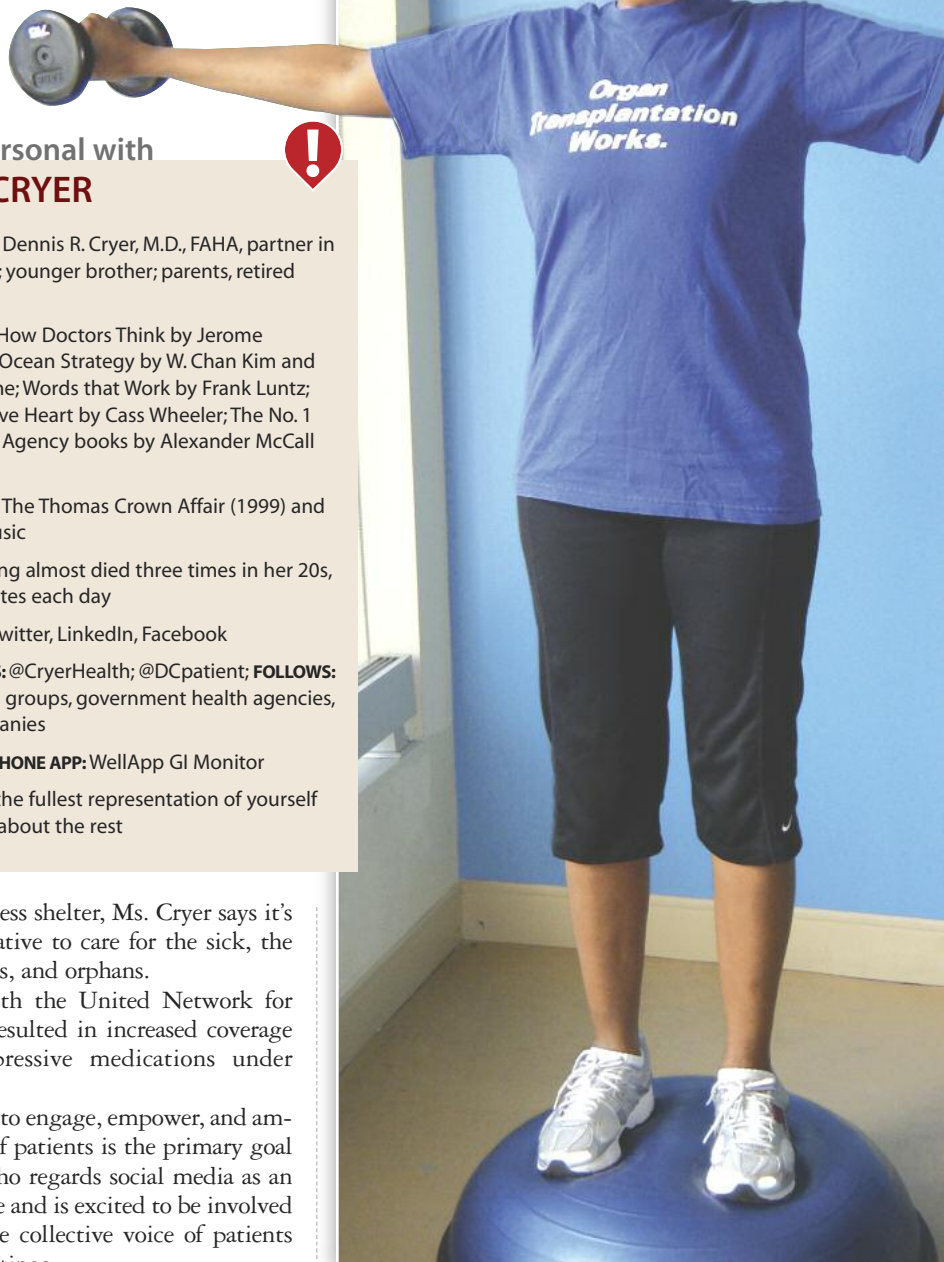
Services, a homeless shelter, Ms. Cryer says it's a Biblical imperative to care for the sick, the homeless, widows, and orphans.

Her work with the United Network for Organ Sharing resulted in increased coverage of immunosuppressive medications under Medicare.

Finding ways to engage, empower, and amplify the voices of patients is the primary goal for Ms. Cryer, who regards social media as an important avenue and is excited to be involved in translating the collective voice of patients into advocacy settings.

Equally, Ms. Cryer finds websites and social media invaluable in managing her own health. She is a fan of the application WellApp GI Monitor, a patient-created solution. She says many conditions have essential clinical decisions based on the accurate reporting of patient-generated data and this application has exponentially improved the quality of the information she is able to provide her physician and as such has improved the quality of the care she receives.

The primary goal for Donna Cryer, CEO of CryerHealth, is finding ways to engage, empower, and amplify the voices of patients.



With an unabashed love of television, Ms. Cryer believes it has the power to shape culture and thought.

For example, she firmly believes that the United States would not have a black president if America had not experienced one on the TV show *24* first, and grew comfortable with the idea. Her senior thesis at Harvard was on media standards for female political candidates. **PV**

Dr. Ryo KUBOTA • A CURIOUS MIND

Dr. Ryo Kubota, Founder, Chairman, President, and CEO of Acucela, has a clear sense of direction when it comes to leading a company.



Curiosity has always been a defining characteristic of Ryo Kubota, M.D., Ph.D. As a child, Dr. Kubota was curious about how things worked, about individuals who came from backgrounds different from his own, and about how to make an impact on the world.

He has always thrived on pushing boundaries and asking compelling questions and is excited and motivated by taking a different approach to solving problems.

As founder, chairman, president, and CEO of Acucela, Dr. Kubota is passionate about finding treatments for devastating eye diseases.

A leader in neurodegenerative disease research, Dr. Kubota is the inventor of the core technology that Acucela licensed from the University of Washington School of Medicine,

where he was both an assistant professor and senior fellow.

Dr. Kubota founded Acucela to conduct scientific research with the goal of discovering other methods of treatment for degenerative eye diseases. His research led to the development of the company's proprietary pharmaceutical compound screening system that Acucela used before evolving into a drug development company.

Though he is a world-renowned ophthalmologist and biotechnology entrepreneur, Dr. Kubota has never been bound by a single definition of scientist.

His broad and creative mind drew him to a cross section of disciplines, including languages, music (he's a classically trained musician), art (impressionism and contemporary), and science.

Getting Personal with DR. RYO KUBOTA

FAMILY: Wife, two sons, and one hamster

HOBBIES: Playing tennis, golf, and flute

READING LIST: Built to Last: Successful Habits of Visionary Companies by Jim Collins and Jerry I. Porras; Good to Great: Why Some Companies Make the Leap and Others Don't by Jim Collins

FAVORITE MOVIES: The King's Speech and the James Bond 007 series

CONNECTED VIA: Facebook, Twitter

TWITTER ADDRESS: drryo; **FOLLOWS:** President Obama

FAVORITE SMARTPHONE APP: Evernote

MOST UNUSUAL PLACE VISITED: Al Simbel, Egypt

LIFE LESSONS: You need to let go of what you have achieved to get something new

UNDER THE CLOAK OF INVISIBILITY: White House


TIME TRAVEL: Back to Kyoto when he was born

All of these characteristics have been instrumental in helping him to become an entrepreneur and business leader.

If he weren't in the field of ophthalmology, Dr. Kubota would be keen to be a diplomat because he is interested in global affairs. In fact, his reason for serving as a board member with the Japan America Society is to help create a globally collaborative environment.

Nor does Dr. Kubota allow obstacles of any sort to stand in his way. When he first came to the United States, he didn't speak English, but within a year he had earned the highest marks on an English composition test in his class and was asked to skip an academic level.

Dr. Kubota has ventured into unknown territory his entire life — adapting and thriving in a new culture, mastering new languages and instruments, pursuing the limits of science, and embarking into a dynamic industry.

One thing that is certain, Dr. Kubota has a clear sense of direction when it comes to leading a company. 

Dr. Stephen CUTLER • UP TO THE CHALLENGE

Few senior executives are more accessible to their customers than Kendle President and CEO Stephen Cutler, Ph.D. Never forgetting that customers are the core of the business, he is always ready to get personally involved in all interactions.

He also never forgets that Kendle is in the business of safely developing new drugs and

therapies and acts accordingly. He always acts in the best interest of the customer, staff, and company, never shying away from the tough decisions. The work that CROs do directly impacts the well-being of patients worldwide, and requires leaders with unerring integrity and honesty, and this sums up Dr. Cutler's leadership style.

Dr. Cutler manages to juggle an extremely full schedule, yet remains a positive force behind Kendle's strategic plans. In May, he took over from one of the CRO industry's founders, Dr. Candace Kendle, as CEO and president of Kendle.

The leadership change comes at an interesting and challenging time for the CRO industry as well as the company in light of its recent acquisition by INC Research. The next few years are going to be a transformational time for the industry, Dr. Cutler notes. With drug development costs out of control, he believes CROs will have to be part of the solution since the months and years ahead will be game changers for the industry.

He warns that the CRO industry must remain focused on bringing value-added solutions to pharma companies. CROs like Kendle need to be different and bring their own thinking and solutions to clinical development rather than simply duplicating the pharmaceutical industry's efforts of the past.

The onus is on both parties to improve the clinical development process, to efficiently reduce costs, and to make drugs more affordable. **PV**



Getting Personal with DR. STEPHEN CUTLER

FAMILY: Wife, Carolyn; daughter, Emily; son, Ben

HOBBIES: Sailing, golfing, spending time with his family

READING LIST: The Harvard Business Review and The Economist; Bill Bryson, Ken Follett, and Minette Walters

FAVORITE BOOK: Unbroken: A World War II Story of Survival, Resilience, and Redemption by Laura Hillenbrand

FAVORITE MOVIE: Breaking Away

BUCKET LIST: Attend the final day of the British Open Golf Tournament when it is being played at one of the old Scottish courses and walk the final nine holes with the leader

INSPIRED BY: Bill Gates, Warren Buffett, and others who have achieved a great deal and who also give back to less-privileged people and worthy causes that help to address key problems in the developing world

CONNECTED VIA: Facebook

MOST UNUSUAL PLACE VISITED: The Iguazu Falls on the border of Brazil and Argentina

LIFE LESSONS: If you want to achieve something, go for it and never give up, advice from his father, who trained as a surgeon on returning from World War II

TIME TRAVEL: Back to the end of World War II on VE and VJ Day to experience the sense of relief and joy

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Getting Personal with GREGG DEARHAMMER



FAMILY: Wife, Lesley; son, Rob

HOBBIES: Basketball, baseball, reading, movies

READING LIST: Team of Rivals: The Political Genius of Abraham Lincoln by Doris Kearns Goodwin; Good Boss, Bad Boss: How to Be the Best...and Learn from the Worst by Robert Sutton

FAVORITE BOOKS: First, Break all the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman; To Kill a Mockingbird by Harper Lee

FAVORITE MOVIE: Hoosiers

BUCKET LIST: See his son graduate from college, get a job, and start a family; visit all the minor league baseball stadiums in the U.S.; meet Cal Ripken

INSPIRED BY: People who aren't flashy, but show up every day, follow through on their commitments, and get the job done

CONNECTED VIA: LinkedIn

MOST UNUSUAL PLACE VISITED: Portugal during Christmas vacation

LIFE LESSONS: Treat everyone with respect

UNDER THE CLOAK OF INVISIBILITY: Go to the doctor

TIME TRAVEL: Back to the Revolutionary War period to see the founding fathers work collaboratively to find the best for the greater good

Gregg DEARHAMMER PARTNERING FOR RESULTS

Partnership is the key to success for Gregg Dearhammer, president of i3. He has seen the emphasis on partnerships grow within the industry, and a focus on strategic partnerships and the customer is how he has helped to build i3 into a global CRO.

Over the years, Mr. Dearhammer says pharmaceutical companies have come not only to allow CROs to be part of the solution, but accept that CROs can do some things better than they can.

The importance of partnership was cemented early in his CRO career. Mr. Dearhammer was with Kendle working to bring Celebrex to market. It was a real trial by fire; he was new to the industry, Kendle was just starting to grow as a CRO, and the time pressures were immense. It was also one of the most rewarding challenges of his career because it gave him a real appreciation of the power of a true partnership.

Committed to the industry at large, Mr. Dearhammer has long held a position on the

board of the Society for Clinical Data Management, and he currently serves as its treasurer. He is a sought-after presenter at DIA and other industry conferences, discussing the finer points of developing and fostering partnerships with sponsors. This skill was recently recognized when i3 Statprobe won Lilly's supplier of the year award under his stewardship.

Outside of i3, Mr. Dearhammer is on the board of directors for the local chapter of CASA, a national, nonprofit network supporting and promoting court appointed volunteer advocacy for abused and neglected children. When he lived in Cincinnati, he served as a court appointed advocate for three years and has always had a desire to help protect those who can't protect themselves. **PV**



Joe JIMENEZ • DRIVING INNOVATION

Getting Personal with JOE JIMENEZ



FAMILY: Wife and three children

HOBBIES: Fly fishing

READING LIST: Onward: How Starbucks Fought for Its Life without Losing Its Soul by Howard Schultz

INSPIRED BY: Patients

FAVORITE SMARTPHONE APP: VaxTrak, Novartis' app that helps families track and plan their children's routine vaccinations

LIFE LESSONS: Learn how to listen

TIME TRAVEL: Back to see Abraham Lincoln, one of the greatest leaders, who had humility and relentless will

Since becoming CEO of Novartis in February 2010, Joe Jimenez continues to motivate and drive the company around his priorities of delivering innovation, accelerating growth, and embedding a culture of productivity across the organization. He has transformed the Novartis business model, implementing an approach that is centered on collaborating with physicians and key customers to improve patient outcomes. Mr. Jimenez first championed approach when he was head of pharmaceuticals; he has since implemented this model throughout all of Novartis.

A true visionary, Mr. Jimenez is not afraid to take risks or push the envelope to make Novartis a leader in healthcare. Under his leadership, Novartis has delivered solid growth quarter after quarter, growing 14% in 2010 and outpacing the industry average.

He continued that momentum in the first quarter of 2011, with strong double-digit sales growth, led by new approvals and continued success of recently launched products across all divisions.

While many competitors are outsourcing innovation, Mr. Jimenez prioritizes it and invested 16% of net sales in R&D in 2010. He also remains committed to the Novartis research strategy, which is focused on following an understanding of the science and molecular pathways that may be shared by various diseases. A good example of this is Afinitor, which Novartis simultaneously studied in multiple disease areas that might share the mTOR pathway. Afinitor has been approved in multiple disease areas, including renal cell cancer, pancreatic neuroendocrine tumors, and SEGA (subependymal giant cell astrocytomas), a benign brain tumor associated with tuberous sclerosis complex, and has shown potential in treating ER+ Her2-metastatic breast cancer.

Looking ahead, Mr. Jimenez wants to con-

tinue to push the company's growth through innovation. He believes the strategy of winning through science-based innovation is a key to success and he and his team will continue to let science, not market potential, direct R&D efforts.

Driving strong performance across the company's broad healthcare portfolio is a key goal. For example, the recent acquisition of Alcon provided a new growth engine and makes eye care the second-largest business in the Novartis portfolio. In addition, as the healthcare environment continues to change, he wants to ensure Novartis remains a more externally focused, patient- and customer-centric company.

The industry must learn to adapt to the changing healthcare markets, he says. Along with the growth of emerging markets and an aging population, the budget constraints felt by governments are leading everyone to look at ways to curb spending on healthcare.

While it can be tough to act quickly, he says Novartis has seen these changes coming for a while and has been consistently tailoring its approach to stay ahead of the market. **PV**



Bill HUMPHRIES • DEFINING CAN-DO



Good health is the greatest gift a person can have, and for Bill Humphries, those people who make it their life's work to improve the health of others are the true heroes of the world.

As president of Stiefel, he is inspired daily by the people with whom he works, saying their commitment, resilience, passion, and can-do attitude are without equal.

Building strong relationships with the global Stiefel team is important to Mr. Humphries, who has a true open-door policy, allowing employees to voice their questions and concerns at quarterly town hall meetings held in each region around the world as well as at monthly breakfast meetings. Overall, Mr. Humphries' forward-thinking insights in terms of the industry and his transparency with employees are what set him apart as a leader.

Sharing knowledge is central to what Mr. Humphries does, and he says he would love to

teach at the MBA level, having gained so much real-life experience from the professors at Pepperdine, where he did his MBA. To him, a large part of what he and other leaders do every day is learn and teach, so it would be a natural progression and he could make a difference.

He says he learned so much about the industry from his father, who had a successful career in the industry and who also ran his own business. He says his father was a mentor, advisor, and friend who would never shy away from telling him directly what he thought and why. Mr. Humphries also had the benefit of numerous mentors at Allergan, who helped him get to where he is today. At Stiefel, Charlie Stiefel has been a friend and lent a guiding hand, and at GSK he has had many informal mentors since the two companies combined. Throughout his career, he has always sought external guidance and found support from many colleagues.

In return, Mr. Humphries mentors both informally and formally, providing the same open door to others that was provided to him. He says there is nothing more refreshing than watching people whom you spend time with succeed; it can be seen as one's legacy.

Stiefel has built a name for itself as an ad-

Getting Personal with BILL HUMPHRIES

HOBBIES: Reading, running, tennis, cooking, wine tasting

READING LIST: Vince Flynn, Ted Bell, James Patterson, and John Sanford; Leadership Proverbs: Wisdom for Today's Leaders by David Stevens and Bert Jones

FAVORITE BOOK: The Art of War by Sun Tzu

FAVORITE MOVIE: Animal House

BUCKET LIST: Attend all four grand slams; qualify for and run the Boston Marathon; go on safari in South Africa

CONNECTED VIA: Facebook

FAVORITE SMARTPHONE APP: Sports Tap and Paper Toss

MOST UNUSUAL PLACE VISITED: A private winery between Rome and Florence

LIFE LESSONS: Look before you leap

UNDER THE CLOAK OF INVISIBILITY: The Oval Office



vocate and supporter of the Children's Skin Disease Foundation (CSDF) and Camp Wonder, an organization dedicated to serving children with severe skin diseases, and Mr. Humphries is fully supportive of this unique group. He is also a member of the board of directors for the American Skin Association. **PV**

Joe DALEY • CUTTING THROUGH THE CLUTTER

An exceptional problem solver, Joe Daley has an uncanny ability to cut to the main issue of a problem while not being distracted by the politics and noise that can get in the way of making good business or people decisions.

In his role as group president of GSW Worldwide, North America, Mr. Daley likes to dig in, understand, and find an idea that triggers another trail to follow.

He says while there are many overanalyzed problems facing the industry, and no shortage of people willing to point them out, the more profound challenges are in how to address and overcome. The macro opportunity is for the industry to accelerate embracing innovative partnerships that help break the gravitational pull of convention.

Mr. Daley is often sought out by clients due to his voice of authority on industry issues, innovative ideas, strong awareness of evolving trends, understanding of therapeutic categories, and common client issues. He operates consistently against high-performance standards and business ethics that are recog-



nized and celebrated by GSW and its clients.

Mr. Daley is responsible for the operations of agencies in the United States, Canada, and Mexico, as well as for maintaining client relationships and overseeing business development.

In taking on the role of North American president for GSW, he has grown GSW's business from

\$30 million to more than \$120 million.

Before assuming his current position, Mr. Daley was president of GSW Worldwide's U.S. offices, and, before that, of its specialty companies. He also previously served as executive VP and general manager, helping direct the GSW Worldwide marketing efforts for clients such as Lilly, Genentech, PNU, Abbott, and Elan, covering metabolic, oncology, and critical-care therapeutic areas.

Mr. Daley's expertise includes market planning and implementation, strategic planning, and business development. He also has operational and planning experience within pharmaceutical alliances, such as Sanofi and Sankyo.

Previously, Mr. Daley served as director of

Getting Personal with JOE DALEY

FAMILY: Wife of 29 years, Diane; Children: Adam, 24; Zack, 21; Stephanie, 20; Ben, 14

READING LIST: Enchantment: the Art of Changing Hearts, Minds, and Actions by Guy Kawasaki; Unbroken: A World War II Story of Survival, Resilience, and Redemption by Laura Hillenbrand

FAVORITE BOOK: Good to Great by Jim Collins

FAVORITE MOVIE: National Lampoon's Christmas Vacation

INSPIRED BY: His wife, kids, and people around him

CONNECTED VIA: Facebook, Twitter, LinkedIn

FAVORITE SMARTPHONE APP: Pandora and Team Coco

MOST UNUSUAL PLACE VISITED: Arlington National Cemetery

LIFE LESSONS: Begin with the end in mind

TIME TRAVEL: Back to transition between B.C. and A.D.



business development in the worldwide metabolics franchise management group of Bristol-Myers Squibb. During his 13 years with BMS, he served in a variety of capacities, including sales and marketing for cardiovascular, neuroscience, and metabolic therapies. **PV**

Philip MCCREA • RISK POINTS TO CLEAR REWARDS



With just a few dollars, a lot of guts, and hard work Philip McCrea has built his cutting-edge health education company into a \$15 million business in four years.

Mr. McCrea has broadened the scope of what ClearPoint can provide to the pharmaceutical industry beyond traditional learning approaches.

His strategic competencies have allowed ClearPoint to grow across new regions, including the United States, Europe, and Asia. He has also expanded the scope of offerings to new practice areas, such as regulatory compliance and on-demand catalog content solutions that serve to keep pharma, biotech, and medical-devices companies up to speed with the most recent disease-state information and best practices.

He is unafraid to take risks and learn from mistakes. He is always looking to understand where his customers' needs are heading, so he can deliver solutions appropriate to those needs.

It's not the first time Mr. McCrea has proven his mettle as a leader. For example, earlier in his career, he turned around a company that was two weeks from missing payroll with a maxed-out line of credit and no financing options left. It took some swift and decisive decisions and a laser focus to turn the company around. It took four months to fully recover; but what started as the biggest challenge became a career highlight for Mr. McCrea.

In an age where social media is a vital but often overlooked tool by the industry, he uses emerging media, to not only serve his customers, but to engage the industry in new ways.

Embracing new ideas and trends will be vital for the industry going forward as it grapples with the fact that the margins of branded medicines from multiple sources are forcing the industry to rethink commercial models, culture, supply chain, size/scale, and the importance of alliances.

From a broader health perspective, Mr. McCrea says there is a need to move people to embrace preventative health, saying the only viable long-term path out of escalating healthcare costs is through approaches that prevent the onset of controllable health conditions. **PV**

Getting Personal with PHILIP MCCREA

FAMILY: Wife, Annika; sons, Lukas, 11, and William, 9; and daughter, Emma, 7

HOBBIES: Skiing, golf, tennis, equestrian riding, and running; soccer and ski racing coach; international travel

READING LIST: True North: Discover Your Authentic Leadership by Bill George; Atlas Shrugged by Ayn Rand; Who Says Elephants Can't Dance? Inside IBM's Historic Turnaround by Lou Gerstner; Millennium Trilogy by Stieg Larsson

FAVORITE BOOK: Chantaram by Gregory Roberts

FAVORITE MOVIE: The Jerk

BUCKET LIST: Build an organization that is the best in the world and that will live and thrive well beyond his contributions; visit China, Thailand, and Vietnam; teach and give back to the next generation of leaders; start a nonprofit organization that leverages the resources of large corporations to support public schools in America by building true long-term partnerships

INSPIRED BY: The railroad barons of the 19th century, who had the audacity to dream big and the smarts to execute, and in doing so changed the world

CONNECTED VIA: LinkedIn, Facebook

FAVORITE SMARTPHONE APP: Email

MOST UNUSUAL PLACE VISITED: South Africa before Mandela was released from prison, when there was hope and fear in equal parts

LIFE LESSONS: When times are tough, listen to yourself. Don't doubt your convictions or your instincts. If you are wrong then admit a mistake and move forward. Indecision is the worst form of failure.

UNDER THE CLOAK OF INVISIBILITY: The Oval Office

TIME TRAVEL: Back to New York City in 1880s to experience the dramatic growth and development of one of the first great urban centers within a cultural melting pot

Dr. Randall CARPENTER

SCIENCE BY COLLABORATION

The field of intellectual disability has a true white knight: Randy Carpenter, M.D.

Dr. Carpenter founded Seaside Therapeutics with a mission to correct or improve the course of autism, Fragile X syndrome, and other neurodevelopmental disorders by translating breakthrough discoveries in neurobiology into therapeutics that will improve the lives of patients and their families.

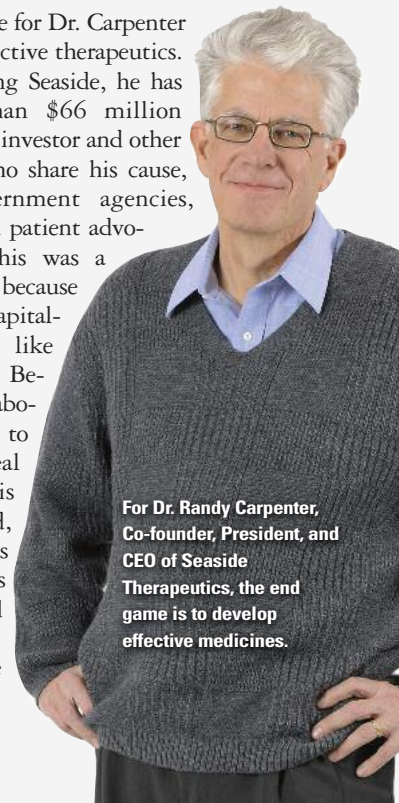
While the science is impressive, what's even more important is the way Dr. Carpenter is going about it. Having grown up with a sister with an intellectual disability, Dr. Carpenter knows first-hand the frustration felt by families when effective therapeutics are not available.

When he founded Seaside in 2005, he structured the company to support his mission of developing drugs that could help these families. Rather than going to VCs to back the company, he worked with a private investor who shared his passion for a finish line that was not about money or shareholder value but solely about developing drugs.

The end game for Dr. Carpenter is to develop effective therapeutics.

Since founding Seaside, he has raised more than \$66 million through his first investor and other organizations who share his cause, including government agencies, foundations, and patient advocacy groups. This was a critical first-step because typical venture capitalists would not like what came next. Believing that collaboration is the key to making any real ground in this neglected field, Seaside has openly shared its successes and challenges.

As Seaside



For Dr. Randy Carpenter, Co-founder, President, and CEO of Seaside Therapeutics, the end game is to develop effective medicines.

Dr. Howard **MAYER** • A BROADER FOCUS



Dr. Howard Mayer, Chief Medical Officer, Head of U.S. Development, EMD Serono, is dedicated to improving patients' lives.

When Howard Mayer, M.D., joined EMD Serono as chief medical officer and head of U.S. development, it meant exciting changes for both the organization and the physician.

For him, this new role has been his most challenging, though highly rewarding, to date. In previous roles, he was focused on a single therapeutic area, but at EMD Serono

made field-changing scientific discoveries, Dr. Carpenter encouraged open sharing of these advances to spur innovation and it wasn't long before other companies began to come to the table to try and develop drugs of their own.

When it became clear that no one knew how to measure improvement in individuals with intellectual disability, making clinical trial design and eventual approval a near impossibility, Seaside conducted the largest randomized, placebo-controlled study in Fragile X syndrome done to date and evaluated an exhaustive list of potential endpoints.

When the data came in, most companies would have guarded these insights ferociously, instead Seaside took the whole data set to a Fragile X meeting and shared it in a presentation that was attended by a vast array of experts working in the field, including competitors so that others could learn from its approach.

Since that time, Dr. Carpenter has worked closely with the FDA and the National Institute of Mental Health to carve out the path to approval for drugs to treat neurodevelopmental disorders, serving on numerous FDA and NIH-sponsored working groups as the industry representative.

Dr. Carpenter is a mentor to his col-

leagues, believing it is critical to help the next generation of leaders. **PV**

his responsibilities are much broader. Dr. Mayer says it has been an incredible learning experience to oversee safety, regulatory, the field-based medical organization, and clinical operations, which he had not been directly responsible for in previous roles.

Whatever he does, Dr. Mayer is dedicated to his work and improving patients' lives. He maintains a sense of humor, particularly in challenging times to help get people through.

For more than 14 years, Dr. Mayer has been contributing his expertise and commitment to improving health outcomes to the pharmaceutical industry.

Over the years, he has worked in the infectious diseases clinical research group at Bristol-Myers Squibb Pharmaceutical Research Institute and as global virology worldwide clinical development and medical affairs dis-

ease area leader in Pfizer's global research and development group, focused on HIV and hepatitis.

Getting Personal with **DR. RANDY CARPENTER**

FAMILY: Married, son and daughter

HOBBIES: Reading, science, athletics, including cycling, kayaking, squash, and golf

READING LIST: Neuroscience: Exploring the Brain by Mark Bear, Barry Connors, and Michael Paradiso

FAVORITE BOOK: Drive: The Surprising Truth About What Motivates Us by Daniel Pink

FAVORITE MOVIE: The Princess Bride

BUCKET LIST: Significantly improve the quality of life for individuals with intellectual disabilities and their families

INSPIRED BY: Dr. Mark Bear

CONNECTED VIA: Twitter

TWITTER ADDRESS: @SeasideTX and @SeasideFXS; **FOLLOWS:** advocacy groups dedicated to the Fragile X and autism space, reporters, caregivers with a vested interest in the field of intellectual disabilities

MOST UNUSUAL PLACE VISITED: The Grand Canyon

Getting Personal with **DR. HOWARD MAYER**

FAMILY: Wife, Mara; son, Jordan, 10; daughter Aubrey, 8

HOBBIES: Guitar, tennis

READING LIST: Life by Keith Richards

FAVORITE BOOK: The Hot Zone: A Terrifying True Story by Richard Preston

FAVORITE MOVIE: The Shawshank Redemption

BUCKET LIST: Attend the finals at Wimbledon

INSPIRED BY: His wife

MOST UNUSUAL PLACE VISITED: Israel/Lebanon border

LIFE LESSONS: Man plans and God laughs — his father

UNDER THE CLOAK OF INVISIBILITY: The inner workings of the White House

TIME TRAVEL: In the audience for the Beatles' first television appearance on the Ed Sullivan Show in 1964

ease area leader in Pfizer's global research and development group, focused on HIV and hepatitis.

Dr. Mayer has been instrumental in helping patients by bringing new therapies to market in HIV/AIDS. As a direct result of Dr. Mayer's work, in November 2010, the FDA approved tesamorelin (Egrifta), the first and only treatment indicated to reduce excess abdominal fat in HIV-infected patients with lipodystrophy. This milestone represented a significant achievement for the many patients who have developed this complication.

Dr. Mayer is a thought leader on key industry trends within the infectious disease area, specializing in HIV and anti-infectives. He has participated in joint industry, regulatory, and advocacy meetings to discuss emerging issues in HIV research and drug development and is a member of the executive committee for the Forum for Collaborative HIV Research. Dr. Mayer participates on the Science and Regulatory Executive Committee for PhRMA to discuss issues within the drug development process relevant across pharmaceutical companies.

In addition to his work within EMD Serono, Dr. Mayer fosters relationships with key patient advocacy organizations such as Fast Forward, established by the National Multiple Sclerosis Society to accelerate research discoveries into new or improved therapies for MS, and collaborations with MD Anderson Cancer Center, Massachusetts General Hospital, Brigham and Women's Hospital, and Dana-Farber Cancer Institute. **PV**

Darlene DOBRY • CONTAGIOUS SUCCESS

Darlene Dobry, President of Ogilvy CommonHealth Medical Marketing, is an intelligent, innovative thinker, with a strong work ethic.

Getting Personal with DARLENE DOBRY



FAMILY: Husband, Vance; daughter, Mallory; son, Nicholas

HOBBIES: Traveling, reading, spending time with family and friends

READING LIST: Killing Giants by Stephen Denny; Eat, Pray, Love by Elizabeth Gilbert

FAVORITE BOOK: Anne Frank: The Diary of a Young Girl

FAVORITE MOVIES: The Notebook; Finding Nemo

BUCKET LIST: Visit Italy; meet George Clooney; tour Argentina's or Chile's wine regions for a week; write a novel; master her smartphone

INSPIRED BY: God; her grandmother, and children

CONNECTED VIA: Facebook and LinkedIn

TWITTER ADDRESS: ddjerseygrl; **FOLLOWS:** her kids, Bruce Springsteen, Ellen DeGeneres, CoolMoms

FAVORITE SMARTPHONE APP: SoundHound; WineNotes

LIFE LESSONS: Always do the right thing and everything will work out fine

UNDER THE CLOAK OF INVISIBILITY: The conference room where clients are comparing agencies following a pitch

TIME TRAVEL: Back to the 1950s to experience its social and cultural aspects and then to the 1980s to revisit the most fun years of her life so far



As president of Ogilvy CommonHealth Medical Marketing, Darlene Dobry knows how to build and inspire a successful team, and she understands the marketplace in which brands live. Bringing warmth and engagement when interacting with her service group and colleagues, whether delivering unpopular news or celebrating successes, Ms. Dobry is an active participant. She combines intellect, strong values, a commitment to excellence, grace under pressure, and an ability to unite and inspire the efforts of her team. Recognizing the importance of taking time to nurture people and help them enhance their skills, Ms. Dobry takes pride in her employees' career achievements, hoping she played some small

role. She is very encouraging and optimistic, even when things get tough. During company meetings, Ms. Dobry includes all members of the team no matter their level of responsibility. The trust, loyalty, and motivation this style of leadership generates are profound.

With an extraordinary skill set founded on her vast industry knowledge and experience, analytical and strategic thinking capabilities, and dynamic leadership, Ms. Dobry has contributed greatly to the advancement of the life-sciences industry.

After spending 10 years of her career with Torre Lazur McCann, she made the difficult decision to leave and join Ogilvy CommonHealth in 2005. While she was conflicted about whether she was making the right decision, and concerned about leaving colleagues behind, this was a defining moment in Ms. Dobry's career. It felt like the right

time and perhaps the right opportunity. Although this transition was made easier, knowing that she was making the move with her creative partner of 16 years, Scott Watson, she still found it unsettling after spending so much time growing and leading her former organization.

Starting over was a good decision and it taught her the importance and value of taking risks and moving out of her comfort zone. It also reinforced Ms. Dobry's confidence in being successful wherever she ventured.

Ms. Dobry possesses the attributes of a leader. She is an intelligent, innovative thinker, with a strong work ethic. Being very accomplished in her field, Ms. Dobry is continually pushing herself, and her colleagues, to do the best work they can. She fosters a true team environment and is a team player in every sense of the word. **PV**

Rob REBAK • EXCELLENCE EQUALS RESULTS

Getting Personal with ROB REBAK

FAMILY: Wife, Barbara; three children: Joseph, Andrew, and Grace

HOBBIES: Anything involving the beach, ocean, or bay; architecture and renovation

READING LIST: Seth Godin books and his blog; Life by Keith Richards; The Soprano State: New Jersey's Culture of Corruption by Bob Ingle and Sandy McClure

FAVORITE BOOK: Into Thin Air: A Personal Account of the Mt. Everest Disaster by Jon Krakauer

FAVORITE MOVIE: Cinema Paradiso

BUCKET LIST: Live on a sailboat for at least a year

INSPIRED BY: His entire family, and anyone who's trying hard to be great at what they do

CONNECTED VIA: Facebook, LinkedIn, Twitter

TWITTER ADDRESS: @robrebak; **FOLLOWS:** CNN Breaking News, Bill Gates

FAVORITE SMARTPHONE APP: Beat the Traffic

MOST UNUSUAL PLACE VISITED: Full Moon Party at Koh Phangan, an island off Thailand

LIFE LESSONS: Tell your family you love them every day

TIME TRAVEL: Back to the late 1800s in the United States to work with the Carnegies, Vanderbilts, or Rockefellers and build out the U.S. industrial infrastructure



form for DTC. He developed a plan to leverage existing QualityHealth infrastructure and add contextual education and services for consumers to prepare them for upcoming doctor visits. He hired industry-leading technical, analytical and pharmaceutical marketing personnel to carry out his vision.

Setting the bar high, Mr. Rebak designed the platform to generate hundreds of thousands of patient-initiated conversations for each client.

Two-plus years after joining QualityHealth, Mr. Rebak has redefined DTC marketing efficiency, offering pharmaceutical marketers a DTC platform with large-scale reach, unparalleled permission-based profiling, contextual education, and the ability to generate and measure patient-initiated conversations.

His enthusiasm for change, his creativity, combined with his business acumen and his leadership naturally inspire his team to continually think outside the box strategically, and then to execute with excellence to provide value to the business and to the client.

Mr. Rebak makes it easy to excel and contribute directly to the company; under his leadership and encouragement the entire team works aggressively toward common goals to ensure high growth for the business.

Mr. Rebak fully appreciates the benefits of social media, but he knows the timing has to be right. While working at the Parenting-TeensNetwork, Mr. Rebak and the organiza-

tion attempted to establish a content-based social media destination to connect parents and teens, way ahead of its time. With the 2008 economy to contend with, they ran out of funding before the vision could be realized.

As a trusted mentor, he has gone out of his way many times to ensure the professional as well as the personal success of his team. For example, after the holidays and end-of-year reviews, Mr. Rebak made a point to give all of his people a personal, hand-written thank you note highlighting each of the contributions he observed in working with them.

Over the years, many people he has worked with and who he has mentored have gone on to be very successful in their careers, and that experience has been the most rewarding part of his career.

Outside of work, Mr. Rebak volunteers his time mostly at the local and regional level because he likes to see the direct impact on people. For example, he has served on the boards of the Montessori School, the YMCA, and Trinity Counseling Services.

He also supports numerous healthcare related nonprofits organizations in a variety of ways, including the American Heart Association, Alzheimer's Association, American Diabetes Association. **PV**



Rob Rebak is setting the tone for a strategic, hard-working, but fun-loving culture at QualityHealth. Mr. Rebak maintains a well-informed leadership style, making sure his teams are up to date with industry trends.

He has led several companies to incredible success, building strong teams to drive strong growth.

Mr. Rebak's background spans significant pharmaceutical-side experience with companies such as Pfizer, Bristol-Myers Squibb, and Schering Plough, before moving to some of the most cutting-edge vendor-side companies over the past decade, including SimStar, Rosetta, and now QualityHealth.

As chairman and CEO at QualityHealth, Mr. Rebak is redefining DTC marketing. Although others have identified that DTC advertising has underperformed due to industry financial pressures, regulatory restrictions, managed care influence and the proliferation of generics, Mr. Rebak set out to identify a unique solution to help DTC marketers. He recognized that QualityHealth had a solid consumer-acquisition platform that offered permission-based targeting. His vision was to transform the platform into a large-scale, performance-based media and marketing plat-

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Dr. Edward FOTSCH • A HEALTH INFORMATION ROCK STAR



Colleagues and peers say Edward Fotsch, M.D., CEO of PDR Network, is a rock star — in the most positive sense of the term — in the world of health information technology.

He is often tapped for his HIT insight, strategic thinking, and vision by government and industry decision-makers, the media, and the medical community. Dr. Fotsch is a sought-after author and speaker, but more importantly he is a doer. Recently, Dr. Fotsch has impressed members of his team and the industry by the launch of a number of unique HIT initiatives

designed to variously advance patient care, reduce professional liability, and enhance the safe and effective use of electronic health records (EHRs), which are being rapidly adopted nationwide. Most impressive was his ability to gather thought-leading colleagues in the FDA and industry for the first annual PharmEHR Summit. During the recent conference, pharma, biotech, and medical-device company executives were presented with strategies on how to leverage the new EHR technology to maximize safety, engage customers, and increase revenue. It's this rare combination of patient-friendly medical/technical expertise and entrepreneurial business spirit that makes Dr. Fotsch an inspiring leader.

Widely recognized for his skill and accomplished professionalism, he uses his years of experience working as a physician to provide a unique perspective on the tools necessary to simplify the data exchange process for healthcare providers. Dr. Fotsch has been a leader in the physician community dating back to when he served as founding chairman for the Northern California IPA. He has also shared his knowledge in the healthcare technology field through a column in Healthcare Financial Management magazine.

Getting Personal with DR. EDWARD FOTSCH

FAMILY: Wife, Deb; four children, two sets of twins

HOBBIES: Mountain biking, snow and water skiing

READING LIST: The Wall Street Journal

FAVORITE MOVIE: Casablanca

BUCKET LIST: Seeing his children become successful

INSPIRED BY: Margaret Thatcher, Ronald Reagan, Jack Kennedy, his family

MOST UNUSUAL PLACE VISITED: The middle of Lake Tahoe in the middle of the night

LIFE LESSONS: Don't push ideas on others; allow the good ideas to pull others along

TIME TRAVEL: Back to 1944 Western Europe

Colleagues say he is an inspirational leader who is putting his stamp on the venerable PDR brand in many ways, including launching PDR's solutions for EHR systems as well as PDR3D, the new drug label reference product. His ambition and dedication to providing the healthcare community with advanced and necessary solutions to meet the demands of this ever-growing industry have not gone unnoticed. **PV**

Ty CURRAN • CHAMPIONSHIP MANAGEMENT

When it looks like the only hope is a Hail Mary pass, Ty Curran, president and CEO of Harrison and Star, quickly applies strategy, vision, and precision to his game to triumph over adversity.

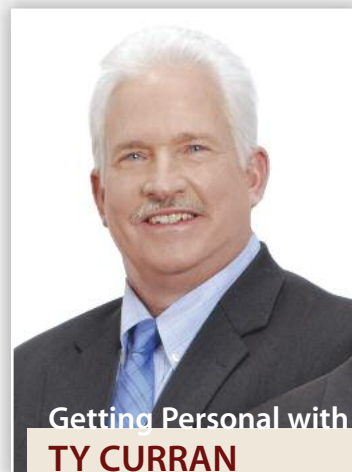
Colleagues say the character traits that made him a star college football player also make him a healthcare marketing industry leader and innovator. During the course of his career, he has naturally gravitated to the leadership role because he has the makings of a champion in his DNA.

A dedication to fostering a strong, supportive company culture is a hallmark of Mr. Curran's leadership at both Harrison and Star and sister agency BioLumina. Both companies are built on a solid foundation of integrity, respect, and commitment to excellence. This not only leads to employee and client satisfaction, it also trickles down to extensive community outreach initiatives that are driven by employee passion and facilitated by agency support. Harrison and Star staffers have contributed to a plethora of causes that range from raising awareness and funds for arthritis, autism, AIDS, cancer, and MS, to working

with Caring Hands to make a difference in the community in New York and reaching as far as Haiti. Even the Earth benefits from Harrison and Star's commitment to the community. The agency has a robust environmental outreach that has all team members running lean and green to create a sustainable working environment and a healthier planet.

Mr. Curran has a crystal-clear sense of purpose. He takes a broad view of the industry, recognizes pending changes, and gets out in front of them to leverage the momentum of shifting market conditions, while those with less foresight are often left scrambling to catch up.

His efforts to motivate and cultivate exceptional talent are evident in Harrison and Star University, an in-house training program that nurtures staff members at every level through a full complement of professional training courses taught by senior staff leaders. These team-building tools lead every member of the Harrison and Star staff to thrive, feel confident of their abilities to succeed, and strive to emulate the model of excellence that has evolved under Mr. Curran's tutelage. **PV**



Getting Personal with TY CURRAN

FAMILY: Wife; three children

HOBBIES: Playing tennis

READING LIST: Too Big to Fail by Andrew Ross Sorkin

FAVORITE MOVIE: Being There

INSPIRED BY: His family

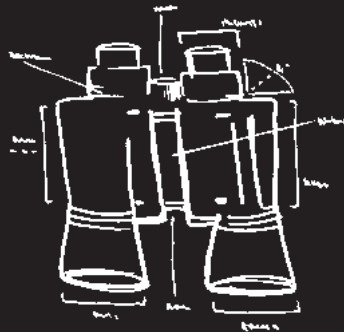
MOST UNUSUAL PLACE VISITED: Venice, Italy



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Dave Ormesher,
CEO of
closerlook, is
focused,
motivating,
dedicated, and
fun to work with.

Getting Personal with **DAVID ORMESHER**



FAMILY: Married for 31 years, three children

HOBBIES: Sailing, opera, travel, reading, running, photography

READING LIST: *The Invisible Gorilla: And Other Ways Our Intuitions Deceive Us* by Christopher Chabris and Daniel Simons; *American Grace: How Religion Divides and Unites Us* by Robert D. Putnam and David E. Campbell; *Leadershift: Reinventing Leadership for the Age of Mass Collaboration* by Emmanuel Gobillot; *Helvetica and the New York City Subway System: The True (Maybe) Story* by Paul Shaw; *The Creative Habit: Learn It and Use It for Life* by Twyla Sharp; *The Poisoner's Handbook: Murder and the Birth of Forensic Medicine in Jazz Age New York* by Deborah Blum; *City Chicks: Keeping Micro-flocks of Chickens as Garden Helpers, Compost Makers, Bio-recyclers, and Local Food Producers* by Patricia L. Foreman; *The Lords of Strategy: The Secret Intellectual History of the New Corporate World* by Walter Kiechel; *At Home: A Short History of Private Life* by Bill Bryson; *The Decision Tree: Taking Control of Your Health in the New Era of Personalized Medicine* by Thomas Goetz

FAVORITE BOOK: *Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers* by Geoffrey Moore and Regis McKenna

FAVORITE MOVIE: *Chinatown*

BUCKET LIST: Learn to fly; climb Mt. Kilimanjaro; run the Marathon du Medoc; become fluent in French; sail the Caribbean

INSPIRED BY: Nelson Mandela, Steve Jobs, Dr. Margaret Burroughs

CONNECTED VIA: Twitter, LinkedIn and Facebook; blogs at <http://thedifferencemakers.closerlook.com>

TWITTER ADDRESS: @ormshr

FAVORITE SMARTPHONE APP: Triplt

MOST UNUSUAL PLACE VISITED: Rural villages in Afghanistan

LIFE LESSONS: Great leaders don't scream, they seduce

UNDER THE CLOAK OF INVISIBILITY: Warren Buffett's office

TIME TRAVEL: Back to the Philadelphia Convention in 1787 while delegates debated whether to include a Bill of Rights in the Constitution

David ORMESHER

EYES ON THE FUTURE

About 24 years ago, David Ormesher made a decision to become an entrepreneur. He co-founded closerlook and has been marching forward ever since. The company began with just \$1,284 in startup capital. With a background in radio and TV as a producer, writer, and director, Mr. Ormesher started closerlook as a film and video production company in 1987.

Within the first few years, he determined that to grow beyond being a regional player it was necessary to build deep domain expertise to complement the company's creative and marketing capabilities. So, he began hiring sales and marketing talent from the pharmaceutical industry.

One of the most rewarding aspects for Mr. Ormesher has been growing an agency that is tightly focused on strategic marketing for pharma companies in this period of major industry transformation because it offers great opportunities for intellectual and creative leadership.

Those who work with Mr. Ormesher say he is focused, motivating, dedicated, and fun to work with.

Mr. Ormesher is a frequent speaker at pharmaceutical marketing conferences and is an acknowledged thought leader in the areas of interactive and relationship marketing.

He relishes the opportunity to mentor others, saying as an entrepreneur, some of the best lessons he has learned as a business owner and a leader have come from the stories and lives of other entrepreneurs and he is eager to pass these insights on to the next generation.

He is also extremely philanthropic. In addition to founding Global Relief and Development Partners (GRDP) to inspire and strengthen promising entrepreneurs in emerging countries, he leads the board of directors of an innovative business and leadership training nonprofit organization for inner city youth (www.icstars.org), and he is president of the Guild Board of Directors of the Lyric Opera of Chicago. He is also an adjunct professor at the IIT Stuart Graduate School of Business where he teaches customer relationship management.

Optimistic and driven, Mr. Ormesher is always on the hunt for the defining principles of life and what drives lasting, positive change. **PV**

Reid CONNOLLY

DIGITAL EXPERTISE

As CEO of the **Health** company **Huntsworth** evoke interaction, Reid Connolly guides a team of strong marketers to provide multichannel solutions to the business challenges faced by life-sciences companies.

Mr. Connolly is a passionate pharmaceutical marketer who prides himself on knowing the changing landscape of the industry's companies and brands. He is both an innovator, who has evolved the role of digital marketing within many top pharma companies, as well as an inspiring agency leader. Partners say Mr. Connolly has consistently demonstrated his expertise, passion,



Reid Connolly, CEO of evoke interaction, founded the agency five years ago with the mission to deliver innovative, brand-driving strategies to the life-sciences industry.

and motivation for driving the industry forward. For many in the industry, Mr. Connolly is the first person they call when they need insights from a thought leader in the space.

With a quirky sense of humor, Mr. Connolly keeps evoke team members laughing and shows them that al-

though he is a strategic leader who guides the vision of the agency, he is also just one of the team. Colleagues say he is comfortable in the trenches, and doesn't hesitate to work alongside a team member to make a tight deadline, even if this means working later into the night.

Mr. Connolly says his professional growth

Henry GAZAY • CREATING A GLOBAL FOOTPRINT

Getting Personal with HENRY GAZAY



FAMILY: Wife, Elisabeth; two daughters, Clementine, 15, Laetitia, 12

HOBBIES: Sailing, kite surfing, astronomy, jogging, skiing, writing lyrics

READING LIST: The Presentation Secrets of Steve Jobs, Marathon: The Ultimate Training Guide by Hal Higdon, Fifty Places to Sail Before You Die

FAVORITE MOVIE: Barry Lyndon

BUCKET LIST: Sailing to Tahiti single-handed; living a full year in Rome; meeting with Oscar Niemeyer; living on a catamaran; riding a Harley along Route 66

INSPIRED BY: Patients with a noncurable disease and those who dedicate their life for curing them

FAVORITE SMARTPHONE APP: Twitter

MOST UNUSUAL PLACE VISITED: The San Blas islands off the coast of Panama

LIFE LESSONS: Don't be afraid to be different

UNDER THE CLOAK OF INVISIBILITY: The White House, a space shuttle, CIA headquarters

TIME TRAVEL: Back to July 21, 1969, when man landed on the moon and to meet his grandfather. Forward 1,000 years to meet his great, great, great, great grand children.

Henry Gazay, Founder of Medimix International and VoxMed, is expanding his companies' capabilities to address a global audience.



Getting Personal with REID CONNOLLY



HOBBIES: Playing rugby, playing tennis

READING LIST: Anything by David Sedaris

MOST UNUSUAL PLACE VISITED: An emergency room in Belfast, Northern Ireland

LIFE LESSONS: Do the job you want and you'll get it

UNDER THE CLOAK OF INVISIBILITY: To his childhood homes

was helped by mentors who allowed him to try new things and take on new, more, or different responsibilities, even before he may have been ready. He tries to treat those at the agency in the same way; he believes this mentoring philosophy builds a culture of excitement, growth, and accountability.

Outside of the agency, Mr. Connolly is a rugby player who played extensively at the university level and then internationally throughout the United States, England, Ireland, and Northern Ireland. And while he has temporarily hung up his cleats, he says he will be back on the field again. **PV**

Colleagues, peers, and even competitors consider Henry Gazay to be a visionary in the field of market research. In addition to being the president of Medimix, he is the creative expert, developing innovative online platforms for market research. Over the last 20 years, the company he founded as a student has become a strong global agency. He is striving to take the company to the next level, and in 2008 launched a division in China. He also recently founded a new company called VoxMed, which allows healthcare professionals from around the world to connect with their peers and to engage with industry stakeholders.

His colleagues at VoxMed say it is a pleasure to see Mr. Gazay explore how the use of social media in the medical field can advance global health.

Mr. Gazay has received numerous awards and recognition of his career achievements, such as an appointment as European Community Expert (1999 by DG XII - Brussels) and selection as French trade advisor for the Pharmaceutical sector (2004-2014 by the appointment of the French Prime Minister).

Those who work with Mr. Gazay say he is extremely professional in his working style.

He has the ability to bring a clear global vision, but still has an eye for detail, and hence he has a very good understanding of both global strategic and local tactical issues within the pharmaceutical industry. Furthermore, Mr. Gazay has a great deal of experience in a variety of therapeutic areas and is able to blend strategic approaches with pragmatic recommendations, which make him one of the best experts in the pharmaceutical industry.

Colleagues say he is an extremely hands-on CEO, and both his staff and clients remark that his constant devotion to running the global operations of his companies is an inspiration to them all. Beyond his entrepreneurial and intellectual contributions to the industry, he is noted for his integrity, ethics, and kindness.

Even competitors consider Mr. Gazay to be a star in the market research niche of the industry. They say he is without a doubt among the most driven, intellectual, and best of all, humble, leaders around.

He is well-regarded internationally and is called upon frequently to contribute to industry association conference programs and media outlets, inside healthcare as well as in the more general business realm. **PV**

Dr. Tony COLES • TRANSFORMATIVE POWERS

Getting Personal with DR. TONY COLES



FAMILY: Wife, Robyn; three sons, Andrew, 23; Taylor, 20; Evan, 18

HOBBIES: Skiing, traveling, cycling, golfing

READING LIST: The Immortal Life of Henrietta Lacks by Rebecca Skloot and The Innovator's Prescription by Clayton Christensen

FAVORITE BOOK: Brave New World

FAVORITE MOVIE: The American President

BUCKET LIST: Hiking in Patagonia and visiting Antarctica

INSPIRED BY: His three sons

FAVORITE SMARTPHONE APP: Pandora

MOST UNUSUAL PLACE VISITED: Zimbabwe

LIFE LESSONS: Dwell in possibility

UNDER THE CLOAK OF INVISIBILITY: The White House

TIME TRAVEL: Back to Paris in the 1920s

For Tony Coles, M.D., the mission is clear: transform Onyx into a first-class oncology company.

Dr. Coles instills a culture of innovation throughout Onyx, beyond the science labs. He challenges each employee to lead, thereby creating change while supporting the fundamental framework to transform Onyx into the next oncology leader.

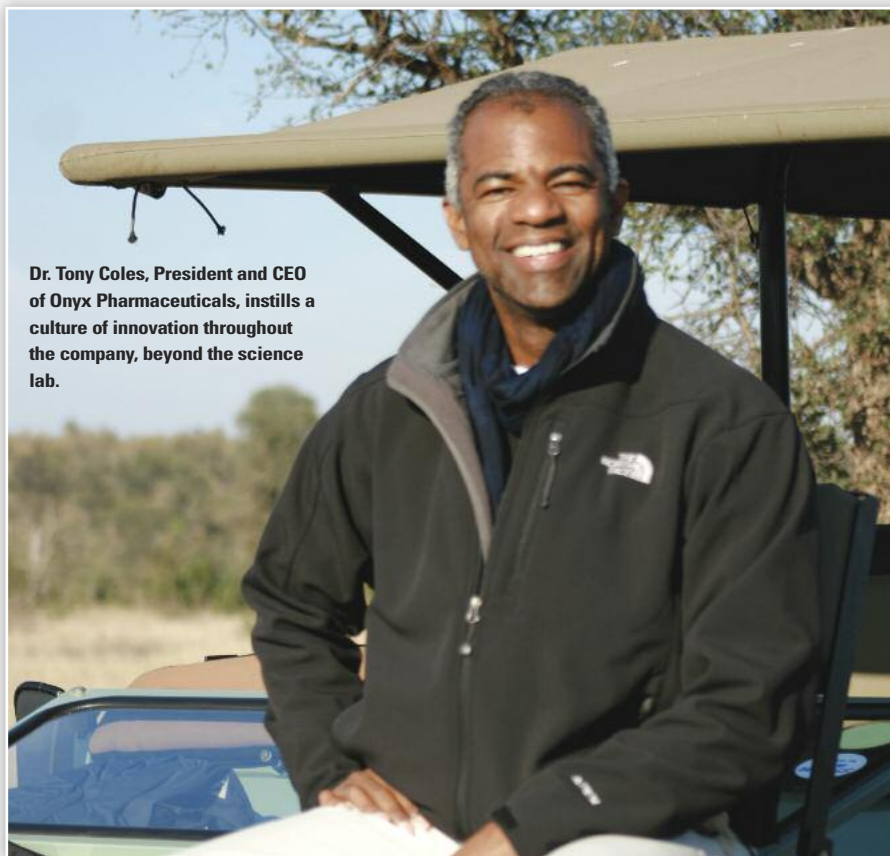
When Dr. Coles joined the company in 2008 it had one product in its pipeline; today Onyx boasts six compounds in development to treat liver, kidney, non-small cell lung, thyroid, breast, ovarian, colorectal, multiple myeloma, and solid tumor cancers.

As the father of a cancer survivor, Dr. Coles' mission is personal and he takes great pride in the progress the company has made. Onyx was awarded the 2010 Northern California BayBio Outstanding Company Pantheon Award. It was also recognized as ninth among 500 technology companies in Deloitte & Touche LLP's 2010 Deloitte Technology Fast 500 list.

Giving back to the patient community is also important, and this year Dr. Coles is chairing the inaugural American Cancer Society gala in the Bay Area.

Before joining Onyx, Dr. Coles was president, CEO, and a member of the board of directors of NPS Pharmaceuticals. Before joining NPS Pharmaceuticals in 2005, Dr. Coles was senior VP of commercial operations at Vertex Pharmaceuticals, which he joined in 2002.

Dr. Coles began his career at Merck in 1992 before moving to Bristol-Myers Squibb in 1996. **PV**



Dr. Tony Coles, President and CEO of Onyx Pharmaceuticals, instills a culture of innovation throughout the company, beyond the science lab.

Philip LEE

DIARY OF A CLINICAL TRIAL INNOVATOR



Thanks to the tireless efforts of Philip Lee to educate both business and scientific leaders to the benefits of ePRO, he has been instrumental in changing how clinical research is conducted.

As president and CEO of PHT Corp., he has been a driving force behind the global adoption of ePRO technologies that maximize the collection of high-quality data from clinical trial patients.

Today, more and more pharmaceutical companies are abandoning inaccurate and un-

safe paper diaries for ePRO technology that delivers the voice of the patient directly and without distortion.

He believes technology has the potential to truly change how products are developed. He says the cost of drug development continues to escalate despite dramatic improvements in software and technology solutions that increase efficiency and productivity of conducting clinical trials. He adds that the breakthroughs will come when sponsors begin to embrace technology more fully and integrate disparate applications through industry standard data formats. When the industry can shorten trials, lower costs, and still deliver high-quality data to regulatory authorities for approval, the pace of bringing new therapies to market will accelerate.

In all areas, Mr. Lee embraces new technologies and social media. He is an active networker in the Boston area with more than

David PASSOV

TO RUSSIA FOR PATIENTS

Recognizing the importance of emerging nations to improve recruitment for clinical trials, David Passov has been educating the industry about the huge potential that lies within Russia, Ukraine, Belarus, and the Baltics.

Getting Personal with DAVID PASSOV



HOBBIES: Riding motorcycles, downhill skiing, and diving

FAVORITE BOOK: Arch of Triumph by Erich Maria Remarque

FAVORITE MOVIE: Sliding Doors

BUCKET LIST: Ride a motorcycle through the north and south islands of New Zealand; go to Tibet; be able to tell his grandchildren about his adventures

CONNECTED VIA: LinkedIn and Facebook

FAVORITE SMARTPHONE APP: Angry Birds

MOST UNUSUAL PLACE VISITED: Iceland

LIFE LESSONS: Be open and always honest

TIME TRAVEL: Back to right after Jesus was crucified

Getting Personal with PHILIP LEE



FAMILY: Married; three children, two stepchildren, and two grandchildren

READING LIST: The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell; Good to Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins; The New, New, Thing: A Silicon Valley Story by Michael Lewis

FAVORITE BOOK: Atlas Shrugged by Ayn Rand

FAVORITE MOVIE: Dirty Rotten Scoundrels

CONNECTED VIA: LinkedIn, Facebook, Ecademy

MOST UNUSUAL PLACE VISITED: Masai Mara reserve

TIME TRAVEL: Forward 100 years to see how the world has changed. How has clinical research changed? What new cures will we have found? What does the Internet look like then? Are Microsoft, Google, Apple, and Facebook still around?

3,000 connections on LinkedIn, and he regularly connects with others from the Boston area to help them with their careers if he can. **PV**

Mr. Passov, president and CEO of ClinStar, works hard to dispel any rumors or myths about these markets, noting that the clear advantage of conducting clinical trials in markets such as Russia is that companies can enroll patients three to 20 times faster than in the United States or Western Europe.

In addition to speaking at numerous industry conferences each year, Mr. Passov was also recently featured on Marketplace, a public radio show. During his interview with Gregory Warner, Mr. Passov helped educate listeners about the higher recruitment rates pharmaceutical companies experience in Russia and how this benefits the industry by shortening the drug development timeline, and ultimately, saving money. Marketplace also interviewed a 59-year-old diabetic patient from Russia in the segment, which together with Mr. Passov's interview, helped convey

how ongoing drug research in Russia benefits the general population by providing quicker access to advanced health-care that may otherwise not be available for years or ever at all.

Mr. Passov was born in Estonia when it was part of the former Soviet Union. He attended Tartu University Medical School in Estonia before moving to the United States in 1993.

He received a degree in biology from Boston College and following a basic science research tenure at Massachusetts General Hospital's neuroscience department entered the biopharmaceutical industry in 1996. Since then, he has held various roles in business development and clinical operations. He joined ClinStar in 2005. **PV**



Dr. Ali FATTAEY

VIRTUAL DEVELOPMENT

In 2008, Ali Fattaey, Ph.D., co-founded ACT Biotech, a virtual drug development company in San Francisco that is moving a highly selective, next-generation inhibitor of VEGF receptors, as well as two other highly differentiated molecules, from research through clinical trials in record time.

Dr. Fattaey, president and chief scientific officer, implemented a virtual operating model for ACT. He used his scientific acumen to in-license three highly active and differentiated molecules and recruited talented executives to plan and manage outsourcing for development activities in a cost-effective and time-saving process.

ACT's lead molecule, telatinib, is moving into Phase III trials for stomach cancer, the second-leading cause of cancer death in the world.

Before joining ACT Biotech, Dr. Fattaey helped start the Melanoma Therapeutics Foundation in San Francisco; he currently serves on the organization's board of directors. Dr. Fattaey was attracted to the foundation based on his prior experience with RAF kinase inhibitors at Onyx Pharmaceuticals, and the discovery of RAF as an oncogene in more than 60% of melanoma patients.

Dr. Fattaey also directed the discovery of a novel strategy for treatment of cancer using selectively replicating human adenoviruses. One

Dr. Fattaey, President and Chief Scientific Officer of ACT Biotech, implemented a virtual operating model for drug development.



of these viruses, H101 (ONYX-015), is now approved in China for the treatment of patients with head and neck cancer. **PV**

Getting Personal with DR. ALI FATTAEY



FAMILY: Wife; daughters: Anna, 7, Julia, 3

HOBBIES: Playing soccer, photography, hiking, jogging, reading, woodworking, fishing, cooking

READING LIST: The Black Swan by Nassim Taleb, The Greatest Show on Earth by Richard Dawkins, The Emperor of All Maladies by Siddhartha Mukherjee, Sarah's Key by Tatiana de Rosnay, The Help by Kathryn Stockett

BUCKET LIST: See the Serengeti; fish the Amazon; hike the Himalayas; play once at the Stadio San Siro soccer field in Milan; skydive

LIFE LESSONS: Make decisions based on data — you won't fail

Dr. Uwe TIGÖR • BREAKING DOWN BARRIERS

Uwe Tigör, M.D., grew up behind the Iron Curtain and was there when the wall came down. His experiences in Germany, participating in an underground student newspaper, and qualifying for a unique medical school program have all played a part in his career trajectory.

As chief medical officer at Palio, he is the force behind the agency's REMS programs and regulatory compliance. He has a photographic memory, which can be a blessing and a curse, but ultimately it is what is responsible for his encyclopedic knowledge of medicine. He lives by the three Osler rules in the practice of medicine: if what you are doing is working, keep doing it; if what you are doing is not working, stop doing it; and if you do

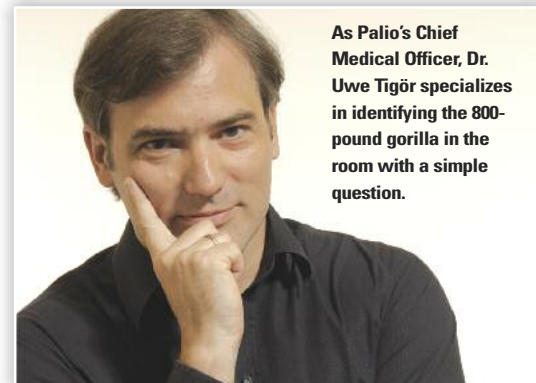
not know what to do, do nothing at all and seek counsel.

Transitioning into a management role where he has responsibility for a team has been a rewarding change. He cares deeply about his team's professional and personal development as well as their work/life balance, a core value at Palio. And he will positively and tirelessly engage on their behalf, and Dr. Tigör always wins.

Colleagues say his office is the definition of chaos. But what looks like messy piles of paper, journals, and binders to casual passersby are in actuality conveniently stacked silos of information and he knows exactly what is in each.

Similar to the fictional TV doctor House, Dr. Tigör's expertise encompasses many therapeutic categories: cardiovascular disease, diabetes, sepsis, psoriasis, Alzheimer's disease, glaucoma, osteoporosis, psychiatry/neurology, pulmonary disease, oncology, stroke, and gastroenterology.

He can intelligently speak on any number of topics, such as the history of the Russian Revolution or the democratic principles of the



As Palio's Chief Medical Officer, Dr. Uwe Tigör specializes in identifying the 800-pound gorilla in the room with a simple question.

United States. In a single conversation he can go into incredible detail and offer deep insight into the workings of cardiovascular disease and the next minute be explaining the mechanics of pharmacoeconomic data within the payer systems of the United States. He can make astounding intellectual leaps between subject matter and he applies this to great effect when solving client brand challenges. **PV**

Getting Personal with DR. UWE TIGÖR



FAMILY: Wife, Devra Cohen-Tigör; daughters, Leora, 11, and Alanah, 8

HOBBIES: History, foreign policy, politics, storytelling, traveling, classical music, theater performances, running, road biking, hiking

READING LIST: Historical fiction and non-fiction, Schopenhauer, Kant, Bernard Lewis, Gordon A. Craig, and lots of medical journals, healthcare business publications; Million Dollar Consulting; Brand Warfare: 10 Rules for Building the Killer Brand, David F. D'Alessandro and Michele Owens

FAVORITE BOOKS: Federigo by Waldtraut Lewin; The Smile of Mona Lisa by Kurt Tucholsky

FAVORITE MOVIES: Henry V and Out of Africa

BUCKET LIST: See his girls find their way in life; take his wife to the Pavillon de la Reine at the Place de Vosges in Paris; finish his MPH program at Columbia University; get tickets for the New Year's concert of the Vienna Philharmonics for his sister; run another marathon; get back into fencing

INSPIRED BY: Friedrich II of Prussia; his grandfather; his two daughters

FAVORITE SMARTPHONE APP: Bejeweled; Tarascon Pharmacopeia

MOST UNUSUAL PLACE VISITED: Safranbolu, Anatolia

LIFE LESSONS: Follow the three Osler rules of medicine: If what you are doing is working, keep doing it; if what you are doing is not working, stop doing it; if you do not know what to do, do nothing at all

UNDER THE CLOAK OF INVISIBILITY: Sit in at a healthcare policy review in the White House

TIME TRAVEL: Back to the hill of Waterloo, watch the Prussian Army break the flank of Napoleon's guard, and save the Duke of Wellington's neck

Patty LEUCHTEN

PARTNERING FOR SUCCESS

Patty Leuchten is exactly where she wants to be: running a business that fits her varied interests, strengths, and passions.

Ms. Leuchten is president, CEO, and founder of the Avoca Group, which conducts research across the industry to assess the state of clinical outsourcing. She is committed to getting the message out to executives to inform them about strategies that will ultimately improve the conduct and outcome of clinical trials.

When Ms. Leuchten started her company almost 13 years ago, no one was focusing efforts on improving relationship management between pharmaceutical company sponsors and CROs in the industry. She identified that this gap would need to be addressed if outsourcing were to be successful in helping to bring new and needed medicines to market.

Avoca Group President and CEO
Patty Leuchten believes measuring
performance is integral to outsourcing.



She has made it the mission of Avoca to make sure that high-functioning sponsor-CRO teams are the norm rather than the exception.

Her out-of-the box thinking didn't stop with survey research; she has expanded the company's offerings to include consulting and training.

With more than 20 years of in-depth analysis of the market, Ms. Leuchten shares her insights at various industry conferences, providing analyses on current and future trends in outsourcing. She continually motivates her staff to gather the feedback necessary to keep the clinical research industry aware of important trends.

Before starting Avoca, Ms. Leuchten had the vision to build a company comprised of talented individuals who could accomplish more together than she could alone, and she says hiring her first employee Janice Hutt marked the beginning of that vision. **PV**

Betsy REID

LIFE LESSONS

Determined, innovative, and results-driven are all adjectives that could be used to describe Betsy Reid as a 13-year-old child or as the chief operating officer of the Duke Clinical Research Institute.

Enterprising beyond her years, Ms. Reid learned early on how to make the most of every opportunity. She quickly learned that it was difficult to earn enough spending money from her first job picking blueberries at a local farm. Using her paycheck, she bought the fruit she picked and turned around and sold the same blueberries in her neighborhood for twice the price she was paid to pick them. She says she made a lot more pocket money this way, which was, after all, the entire point of the job.

Ms. Reid would also add the adjectives of passionate and driven to the list of self-descriptions.

She is passionate about the talented faculty and staff of DCRI, who are dedicated to collecting important evidence to advance med-



DCRI's Chief Operating Officer, Betsy Reid believes in giving back in big and small ways, professionally and personally.

ical practice. They are equally as driven as she is to improve patients' lives.

Both her mother and her sister died of neurological diseases, which had little to no treatment options, so she knows first-hand how important new clinical options are to families with seriously ill loved ones. She is inspired by the good work that has given physicians, patients, and their families new information about how best to treat a particular disease.

Ms. Reid continues to also be inspired by her older sister Kathy. In 1997, a year after divorcing her husband, Kathy was diagnosed with ALS at the age of 39. At that time, Kathy's daughter Katy was only 9 years old and in the third grade. Ms. Reid says her sister was an incredibly strong and determined woman who lived her life courageously and on her own terms until her death in November 2009. She was fiercely independent and fought tremendous obstacles to raise Katy, remain in her home, and live to celebrate her daughter's high school graduation. Because of her sister's remarkable courage and her trust in the world, Ms. Reid discovered the courage and ability to adapt and act quickly under horrible circumstances.

Clients, business partners, and co-workers respect Ms. Reid and trust her judgment and integrity.

In addition to leading The Duke Clinical Research Institute, one of the largest academic research organizations in the world, a career highlight was the opportunity to collaborate with several colleagues to analyze the financial and medical data on drugs that were tested in children under the pediatric exclusivity provision of the Best Pharmaceuticals for Children Act, enacted in 1997. Their findings appeared in the Feb. 7, 2007, issue of the Journal of the

American Medical Association and were used by Congress to assist in the decision to reauthorize two laws allowing the FDA to continue to offer financial and regulatory incentives to companies to test their products for use in children.

Ms. Reid strongly believes that evidence-based operations are the key to operational excellence; and operating efficiently and effectively promotes margins that can be reinvested in science, technology and, most importantly, the people to keep this good work going. **PV**

Getting Personal with PATTY LEUCHTEN



FAMILY: Husband, Mark; son, Michael, 18; daughters, 13

HOBBIES: Traveling, hiking, spinning, running, vegetarian cooking, Kundalini yoga, meditation, reading

READING LIST: Black Dog of Fate, A Memoir by Peter Balakian; Life of Pi by Yann Martel; Presence, Human Purpose and the Field of the Future by Peter Senge; The Diamond Cutter, The Buddha on Managing Your Business and Your Life by Geshe Michael Roach; The Heart Aroused, Poetry and the Preservation of the Soul in Corporate America by David Whyte; The Power of Focus: How to Hit your Business, Financial and Personal Goals with Absolute Certainty by Jack Canfield; Outliers: The Story of Success by Malcolm Gladwell

FAVORITE MOVIE: Wings of Desire

BUCKET LIST: Safari in Africa, tour the Galapagos Islands, hike in Tibet, visit a silent meditation retreat in India, train to be a Kundalini Yoga teacher

INSPIRED BY: Her father

MOST UNUSUAL PLACE VISITED: Bryce Canyon, Utah

LIFE LESSONS: Seek out and surround yourself with colleagues and co-workers who have unique skills, knowledge, and talents that you don't possess

UNDER THE CLOAK OF INVISIBILITY: The Oval Office

TIME TRAVEL: Forward to experience what life is like for her great, great-grandchildren

Getting Personal with BETSY REID



FAMILY: Husband, Michael Reid; daughter, Kassie, 13; Michael, 6

HOBBIES: Reading books, knitting, gaming

READING LIST: Leading Change by John P. Kotter; Change the Culture, Change the Game: The Breakthrough Strategy for Energizing Your Organization and Creating Accountability for Results by Roger Connors and Tom Smith; Fire in the Henhouse by Frances Grote

FAVORITE MOVIE: The Joy Luck Club

BUCKET LIST: See the Northern Lights, enjoy an Alaskan cruise, go on an African photo safari, swim with turtles in the wild in Barbados, visit the Pyramids in Egypt, write a children's book, create a rose garden, play with her grandchildren, watch every movie nominated for an Academy Award

INSPIRED BY: Her sister

FAVORITE SMARTPHONE APP: Wall Street Journal Mobile

MOST UNUSUAL PLACE VISITED: The Taj Mahal, India

LIFE LESSONS: Never rely on someone else but take responsibility for yourself

UNDER THE CLOAK OF INVISIBILITY: Vatican's secret archives

TIME TRAVEL: Back to meet Jesus

Jeff SWEENEY • AN AD MAN FOR THE PEOPLE

Getting Personal with **JEFF SWEENEY**



FAMILY: Wife, Kimberly; sons Ryan, 7 and Jake, 5; Golden Retriever puppy, Casey

HOBBIES: Playing the guitar and piano; sport fishing; golfing; mountain biking

READING LIST: Big-time newspaper reader

FAVORITE BOOK: The Road, Cormac McCarthy

FAVORITE MOVIE: Self-made spoof of Star Wars that the entire family participated in (20 years from now he plans to embarrass his kids with it)

BUCKET LIST: Write a screenplay; open a piano bar; see Van Morrison in a very small venue; own a Porsche 911

INSPIRED BY: Maureen Regan, RCW

FAVORITE SMARTPHONE APPS: Dragon Dictation, Star Walk

MOST UNUSUAL PLACE VISITED: Havana, Cuba

LIFE LESSONS: For an account executive, remember that internal relationships are just as important as external client relationships

TIME TRAVEL: Back to 1955 to meet a grandfather he never knew, who was an ad man



As President of RCW McCann Healthcare, Jeff Sweeney takes a great deal of responsibility in nurturing his teams.

Jeff Sweeney takes great pride in nurturing and supporting his agency family. He mentors all of his staff and maintains exceptional morale in the hardest of times. He likes to think of himself as a mentor, noting that being a “true” mentor is not easy because it means going beyond the love fest and being willing to point out flaws. To him this is where the real value lies — helping people work through challenging situations.

As president of RCW McCann Healthcare, where he is responsible for running a bi-coastal pharmaceutical agency, he also is adept at directing clients to do what’s best for their brands’ future.

Mr. Sweeney is noted as being an outstanding thought leader in the pharmaceutical and medical-device space. He has led the professional strategy development and advertising for the LAP-BAND business, a complex category

that requires creative and innovative thinking on multiple fronts, for the past four years.

His team is inspired by his vast knowledge, willingness to share his insights, grasp of complex issues, and ability to make an impact in every client interaction.

Those who know him best say he is an account guru, and his expertise has won him the reputation as being a solid strategic brand champion. **PV**

Dr. Sylvie GRÉGOIRE • A TRANSFORMATIVE APPROACH

Dr. Sylvie Grégoire, President of Shire HGT, is driven to transform the lives of people — often children — with terrible diseases.



When Sylvie Grégoire, Pharm.D., took over as president of Shire Human Genetic Therapies in 2007, only a few other companies were thinking of focusing on rare diseases as a sustainable business model. Shire decided to take a risk and purchased the business unit and expanded its portfolio to include treatments to address the unmet needs of specialty patient populations.

There were high expectations, both internally and externally, that the investment needed to pay off, and under Dr. Grégoire's leadership, Shire HGT has exceeded all goals and achieved tremendous growth.

Last year, Shire HGT contributed \$935 million to year-end profits, triple the amount the year she joined the company.

With patients at the heart of everything she does, Dr. Grégoire's leadership style transcends the constraints of competition when necessary.

Two years ago, Shire's largest competitor discovered a virus in its manufacturing plant. The FDA and EMA asked Dr. Grégoire if her company could accelerate the development of one product for Gaucher disease, and increase manufacturing for a second for Fabry disease. Knowing that patient health was of the utmost importance, the entire Shire team accelerated the manufacture of the Gaucher product by 18 months, and provided it to patients free of charge before it was commercially available. For Dr. Grégoire there was never a doubt that this was the right thing to do, and everyone in the company did all they could to ensure the health and well-being of these patients.

Today, many big pharma companies are getting into the rare disease space. Dr. Grégoire and the Shire team had the vision and foresight long ago to understand the unmet need, and develop a sustainable business model to help these underserved patients.

Helping those who need assistance is part of Dr. Grégoire's DNA. She ensures that the future generation of leaders has the skills and competencies to bring the industry to the next

Getting Personal

DR. SYLVIE GRÉGOIRE

FAMILY: Husband; two sons, 10 and 18

HOBBIES: Skiing, pilates

READING LIST: Historical novels

FAVORITE MOVIE: Sense and Sensibility

BUCKET LIST: Traveling the world

INSPIRED BY: Gandhi

FAVORITE SMARTPHONE APP: Angry Birds

MOST UNUSUAL PLACE VISITED: Kiruna, the northernmost city in Sweden

LIFE LESSONS: Don't sweat the small stuff

UNDER THE CLOAK OF INVISIBILITY: To her 10-year-old son's first day at his new school

TIME TRAVEL: Back to the day of arrival of the Mayflower

level. She believes mentoring is a mutual learning experience and she often gets more out of working with people who are younger or at a different level than they do from her.

In addition, she serves on the board of Greater Boston Food Bank, as well the board of the International School of Boston. Based on her own experiences of working and living in various cultures and countries, she believes that multicultural awareness broadens the mind and can contribute to looking at problems through more than one lens. She believes this type of thinking can lead to new solutions. **PV**

Mary Anne GREENBERG • INFORMATION ALLIANCE

Getting Personal with MARY ANNE GREENBERG

FAMILY: Husband, Don; daughter, Lauren

HOBBIES: Cooking, baking, bargain hunting, decorating, gardening

READING LIST: Wally Lamb, Jodi Picoult, David Sedaris, murder mysteries

FAVORITE MOVIE: Gone with the Wind

BUCKET LIST: Hike the Appalachian trail, get a part in regional theater, get a role on a Law & Order episode, vacation in Cuba, take cooking lessons in Italy

FAVORITE SMARTPHONE APP: Continental Airlines

MOST UNUSUAL PLACE VISITED: Columbia, South America

LIFE LESSONS: The best use of time is understanding the client's business and figuring out how to provide the client with what they need; everything else is busy work

UNDER THE CLOAK OF INVISIBILITY: Oval Office

When Mary Anne Greenberg joined Alliance Healthcare Information (AHI) in 2000, the company employed fewer than 20 employees. AHI has expanded into three countries. Ms. Greenberg has led AHI's development and expanded the company's role in bringing seminars on topics, such as REMS, compliance, etc., to the industry at no charge.

Under Ms. Greenberg's direction as president and CEO, AHI has helped shape solutions that address both the commercial and medical information needs of a wide array of clients.

Client satisfaction is not Ms. Greenberg's only passion. She and her husband also generously support Homefront, an organization that helps thousands of people each year by providing temporary housing or job skills needed to prevent a downward spiral due to illness, job loss, or divorce.

On the professional front, she is a big supporter of the Coalition for Healthcare Communication, and along with Ogilvy Commonwealth's Matt Giegerich and Publicis Healthcare's Nick Colucci,



and other board members, they are refocusing, recharging, and refunding the organization. Being a successful woman in the healthcare information field, she wants to help other women succeed, as such she devotes time to mentoring. **PV**

Getting Personal with BILL TAAFFE



FAMILY: Married, five children, seven grandchildren

HOBBIES: Rugby, golf, and horse racing

READING LIST: Ulysses; Too Big to Fail

FAVORITE BOOK: In Search of Excellence

FAVORITE MOVIE: Forest Gump

BUCKET LIST: Live till 100 and have a large Taaffe tribe

INSPIRED BY: His grandfather

FAVORITE SMARTPHONE APP: Chess

MOST UNUSUAL PLACE VISITED: Monrovia, Liberia, soon after the civil war

LIFE LESSONS: You only get what you work for

UNDER THE CLOAK OF INVISIBILITY: White House

TIME TRAVEL: Back to the famine days in Ireland

Colleagues say simply listing Bill Taaffe's professional accolades wouldn't do him justice. In his 30-plus years with ICON Clinical Research he has cut a wide path of inspirational leadership along the way. Whether he was providing personal motivation to clinical team members on a day-to-day basis or pro-

Bill TAAFFE

A CRO INSTITUTION

viding advice and guidance to teams as they worked their way through complicated protocols and studies, he consistently provided a foundation of knowledge, inspiration, and encouragement.

He often participated in study client meetings, radiating confidence in his teams. At the successful conclusion of a study or project, Mr. Taaffe was the first person to offer congratulations and help celebrate the victories all the while deflecting credit back to the study teams.

Mr. Taaffe is a master at building client relationships, which paid big dividends for ICON. The CRO experienced an impressive growth trajectory under Mr. Taaffe's oversight and guidance. But no matter what, he never lost sight of the importance of people.

He says the sudden growth of clinical outsourcing 10 years ago put the CRO industry in the spotlight, and he was able to capitalize on his many industry connections to position ICON in the best way to engage clients.

Colleagues also pay homage to his ability

to build a robust infrastructure, which they say was key to the company going public in 1998.

Mr. Taaffe served as president and CEO of ICON Clinical Research, U.S., from November 1993 to mid-2009, when he began to implement his management succession plan.

From 1970 to 1989, he held senior positions at the Institute of Clinical Pharmacology rising to CEO of U.S. operations. From 1989 to 1991, he was VP, business development, at BioResearch, now Charles River, in Montreal. And from 1991 to 1993 he was VP, business development, at Circa Pharmaceuticals.

After 40 years serving the contract research and pharmaceutical industries, Mr. Taaffe officially retired from ICON June 30, 2011. He will be missed by many.



Dr. David TIERNEY

DEPTH OF KNOWLEDGE

Getting Personal with DR. DAVID TIERNEY



FAMILY: Wife, Suzanne; three children: Stephanie, 17, Christopher, 15, and Jamie, 9

HOBBIES: Golf, tennis, guitar, fishing

READING LIST: Unbroken by Laura Hillenbrand

FAVORITE BOOK: Citizen Soldiers by Stephen Ambrose

FAVORITE MOVIE: Shawshank Redemption

BUCKET LIST: Climb Mount Kilimanjaro

MOST UNUSUAL PLACE VISITED: Ngorongoro Crater, Tanzania

LIFE LESSONS: Work hard, treat people well, lead with honesty and integrity

UNDER THE CLOAK OF INVISIBILITY: The White House

David Tierney, M.D., is a highly energetic and inspiring business leader, whose business acumen and determination are an inspiration to all who work for him.

Colleagues say he is undaunted by challenges, fuels industry advancements, and

demonstrates leadership characteristics that foster a growing list of honors. These include being named to the PharmaVOICE 100 in 2005 and 2006, receiving the Ernst & Young 2005 Entrepreneur of the Year for New Jersey Region Manufacturing, and more recently, being featured in the inaugural 2010 Irish Life Science 50, an honor presented by the president of Ireland.

Through his endeavors as a healthcare professional, Dr. Tierney has been instrumental in salvaging faltering companies, while also creating new health-science ventures and, in turn, he has literally created hundreds of new jobs while serving the broader population by providing specialty therapeutics that save lives and enhance patients' well being.

Dr. Tierney is using his training as a physician and corresponding in-depth understanding of medical science to build a company and create corporate value, while keeping a focused eye on serving the best interests of patients of different genders and ages. He is committed to developing and commercializing specialty therapeutics that address unmet or under-satisfied medical needs.

As president and chief operating officer of

Oceana Therapeutics, he has been working with the FDA to obtain marketing approval of Solesta, for treating bowel incontinence.

Oceana recently received FDA approval for the product.

Dr. Tierney also has been instrumental in bringing to market Vantas, a one-year implant for treating advanced prostate cancer; Supprelin LA, for the treatment of children with central precocious puberty; and Valstar, for the treatment of certain types of urinary bladder cancer.

The development of these products have their roots in Valera Pharmaceuticals, where Dr. Tierney served as CEO and president from 2000 until that company's acquisition in 2007.

Dr. Tierney's high energy and business acumen have led many of his former colleagues at Valera and Roberts to join him at Oceana.





Dr. Nikin Patel's company Molecular Profiles has twice been awarded the Queen's Award for enterprise innovation.

Dr. Nikin PATEL • A ROYAL WELCOME

twice to Buckingham Palace to receive the Queen's Award for Enterprise in the innovation category. Dr. Patel is understandably particularly proud of this honor. Molecular Profiles has received other honors as well, such as the Glaxo-SmithKline International Achievement Award in 2003.

After gaining a first-class honors degree and doctorate in pharmacy from the University of Nottingham, Dr. Patel worked in a broad range of roles, building his extensive experience of analytical techniques and developing expertise in the field of pharmaceutical

products analysis.

Dr. Patel's passion, ambition, and analytical skills were apparent to those around him early on, and colleagues were not surprised when he capitalized on these assets to co-found Molecular Profiles in 1998.

Dr. Patel co-founded an additional company in 2000 called Regentec Ltd., which de-

Getting Personal with DR. NIKIN PATEL

FAMILY: Wife, Stephanie; son, Dhani

HOBBIES: Skiing, eating, watching football

FAVORITE MOVIE: The Godfather

BUCKET LIST: Heli-skiing in Alaska

INSPIRED BY: His grandfather

FAVORITE SMARTPHONE APP: touchPhysics

MOST UNUSUAL PLACE VISITED: Buckingham Palace

UNDER THE CLOAK OF INVISIBILITY: The Old Trafford dressing room at half time

As CEO and co-founder of Molecular Profiles and an expert in the field of pharmaceutical product analysis, Nikin Patel, Ph.D., has been invited on many occasions to present papers and speak at seminars and conferences around the world on behalf of pharmaceutical companies. This global recognition is great, but it doesn't compare with being invited

velops products in the field of regenerative medicine.

He held the position of director of Critical Pharmaceuticals from 2007 to 2011. Dr. Patel remains an active member of numerous professional bodies, including AAPS and CRS, and he contributes regularly to industry discussions. **PV**

Dr. Gail NAUGHTON AN INNOVATIVE LEADER

Anybody who knows Gail Naughton, Ph.D., president and CEO of Histogen, says she is happiest when she is doing 40 things at once. Unable to sit still for very long, Dr. Naughton is driven to push through even when others might throw in the towel. And she is most proud of the accomplishments that have come from ignoring an internal gauge that tells most people when it's time to change direction.

Dr. Naughton founded Histogen in 2007 to develop products using the proteins and growth factors produced by newborn fibroblasts grown under simulated embryonic conditions. A well-respected scientist with extensive experience in the field of tissue engineering, she discovered the potential of these proteins and growth factors and developed Histogen's proprietary technology process.

Before starting Histogen, she spent more than 15 years at Advanced Tissue Sciences, where she was the company's co-founder and co-inventor of its core technology. During her tenure there, Dr. Naughton held a variety of key management positions, including president, chief operating officer, chief scientific officer, and principal scientist.

Getting Personal with DR. GAIL NAUGHTON

FAMILY: Two daughters, one son

HOBBIES: Walking on the beach, listening to music, reading mystery novels and leadership books, spending time with family and friends, dancing, and tinkering in the lab.

READING LIST: From Good to Great

FAVORITE MOVIE: Fried Green Tomatoes

BUCKET LIST: Starting a family foundation to give grants to children and animals in need; expanding her work in microfinancing for woman-run small businesses in India and Pakistan; taking a cruise to Alaska with her family

INSPIRED BY: Selfless people who spend their lives doing random acts of kindness

MOST UNUSUAL PLACE VISITED: A beach in Mumbai, where she made friends with a cow

LIFE LESSONS: Get a mentor you can trust/be a mentor who can be trusted

In addition, Dr. Naughton was the dean of the College of Business Administration at San Diego State University from August 2002 to June 2011.

Dr. Gail Naughton, President and CEO of Histogen, is undaunted by challenges, no matter how complex.



In 2000, Dr. Naughton received the 27th Annual National Inventor of the Year award from the Intellectual Property Owners Association in honor of her work in the field of tissue engineering. **PV**

Dr. John LECHLEITER • PATIENTS FIRST

Getting Personal with DR. JOHN LECHLEITER

FAMILY: Wife, Sarah; children: Daniel, Andrew, and Elizabeth

John Lechleiter, Ph.D., has served as president and CEO of Eli Lilly and Co. since April 2008. He was named chairman of the board of directors in December 2008.

Dr. Lechleiter, who inspires his organization to remain committed to keeping patients at the forefront of everything the company does, has stated that the global pharmaceutical industry is at a crossroads. He says it is clear that companies can no longer depend upon the business models of the past. When asked at a recent industry conference if there is a future for the research-led pharma company, his answer was yes, if the right path is taken, if the challenges facing the industry are met, and if some formidable hurdles are overcome.

According to Dr. Lechleiter, the challenges

facing the research-based pharmaceutical industry are universal. Countries around the world face inexorable demands on healthcare systems from aging populations and budget pressures made even worse by the economic slowdown of the past several years. As a result, payers around the world — both public and private — are relentlessly pursuing ways to hold down spending on healthcare, including medicines, and demanding greater proof of the value of the medicines that are prescribed or reimbursed.

Dr. Lechleiter is drawing upon his extensive experience within Lilly to position the company he leads for the future.

Dr. Lechleiter joined Lilly in 1979 as a senior organic chemist in process research and development and became head of that department in 1982. In 1984, he was director of pharmaceutical product development for the Lilly Research Centre in Windlesham, England.

He returned to the United States in 1986 as manager of research and development projects for Europe. In 1988, he became director



of development projects management, and in 1989, he assumed additional responsibility for pharmaceutical regulatory affairs. In 1991, he was named executive director of pharmaceutical product development, and in 1993, he became VP. Dr. Lechleiter was appointed VP of regulatory affairs in 1994. In 1996, he was named VP for development and regulatory affairs, and became senior VP of pharmaceutical products in 1998.

In 2001, Dr. Lechleiter was appointed executive VP for pharmaceutical products and corporate development. In 2004, he became Lilly's executive VP for pharmaceutical operations. And, in 2005, he was named president and chief operating officer and joined the board of directors. **PV**

Dr. Freda LEWIS-HALL

MASTER CHIEF

Freda Lewis-Hall, M.D., lives life to the fullest. She is a consummate professional, an inspirational leader, an involved mentor, and a true industry thought leader. And that's just on the professional side. She is also a proud mother, a devoted daughter, and married to her soul mate, as she calls her husband.

She is eternally optimistic, firmly believing in the better side of human nature. Dr. Lewis-Hall is also relentless, she doesn't let much stand in her way. She understands that obstacles don't overcome themselves and that it takes concerted effort and energy to make a genuine difference. If she believes in a goal, she is relentless in its pursuit, a characteristic that has stood her in good stead during her career.

As chief medical officer of Pfizer she is the company's senior-most physician, she also is a member of the company's executive leadership team. She leads Pfizer's Medical division, which encompasses the company's global safety and regulatory strategy and operations, clinical trials excellence, external medical communications, external medical affairs, regulatory compliance, and medical quality assurance.

Before joining the biopharmaceutical industry, she led research projects for the NIH



Dr. Freda Lewis-Hall, Chief Medical Officer of Pfizer, has masterfully steered her career to the C-suite without losing sight of what is most important: patients.

and served as vice chairperson and professor of the Department of Psychiatry at Howard University College of Medicine.

In September 2010, Dr. Lewis-Hall was appointed by the Obama Administration to the inaugural Board of Governors for the Patient-Centered Outcomes Research Institute, which is charged with prioritizing and directing a range of research programs to improve the nation's quality of healthcare. She

Getting Personal with DR. FREDA LEWIS-HALL

FAMILY: Husband, Randy Hall; three children, Erin, Justin, Austin

HOBBIES: Traveling, reading

FAVORITE MOVIE: Happy Feet

BUCKET LIST: See the Seven Wonders of the Modern World; bounce her grandchildren on her knee

INSPIRED BY: Her father

FAVORITE SMARTPHONE APP: Visual Travel Checklist

MOST UNUSUAL PLACES VISITED: Ethiopia, Rwanda, Uganda

LIFE LESSONS: Dream big

UNDER THE CLOAK OF INVISIBILITY: The Oval Office

TIME TRAVEL: Back to 1955 to St. Elizabeth's Hospital in Washington, D.C., to be reminded of how far we have come in the treatment of mental disorders; Forward to 2067 to be energized by how far we can go

also serves on the boards of The Institute of Medicine's Forum on Drug Discovery, Development, and Translation; The Foundation for the National Institutes of Health; The Harvard Medical School Board of Fellows; the Society for Women's Health Research; and the American Heart Association's "Power to End Stroke" initiative. She is a Fellow of the New York Academy of Medicine and a Distinguished Fellow of the American Psychiatric Association. **PV**

Christopher **VIEHBACHER**

EMBARKING ON A NEW ERA

Christopher Viehbacher, CEO of Sanofi, has a clear strategy — significant investment in emerging countries, public health, animal health, and vaccines — to navigate the company through a time frame riddled with patent expirations for some of the company's most successful drugs. To achieve the desired end result, Mr. Viehbacher has been instrumental in orchestrating some of the most publicized mergers and acquisitions in the last couple of years, including Genzyme. And team members say he has done so while keeping Sanofi nimble and devoid of hierarchic constraints.

Mr. Viehbacher says 2010 was an eventful year with a solid performance, despite the fact that the company started to see a significant

impact from generics, the implementation of healthcare reform in the United States, and increasing price pressures in the European market.

Colleagues are excited by the progress being made in the company's R&D transformation as well as the important medicines that came to market in 2010, including Jevtana in the United States, and Multaq, which was launched in most European markets.

Mr. Viehbacher, who is fluent in French, English, and German, has a global perspective, which holds him in good stead to lead Sanofi into the future.

After beginning his career at PricewaterhouseCoopers, he acquired broad international experience in Europe, in the United

Getting Personal with **CHRISTOPHER VIEHBACHER**

FAMILY: Married; three children



States, and in Canada with GlaxoSmithKline. In his last position, he was president, pharmaceutical operations, North America, a member of the board and co-chairman of the portfolio management board.

Additionally, Mr. Viehbacher serves as chairman of PhRMA and was elected chair of the CEO Roundtable on Cancer in February 2011. **PV**

Jeff **HOFFMAN** • RISK AND REWARD



Jeff Hoffman, President, Euro RSCG Life Catapult, and Partner, Havas Health, is building an agency culture on innovation.

Risk isn't something Jeff Hoffman is afraid of, and through innovative thinking and hard work he has turned risks into huge rewards.

In 1998, Mr. Hoffman built his own medical communications company TriGenesis and sold it in 2002 to MediMedia. He did this again with Euro RSCG Life Catapult, which is now a fully unified agency that continues to grow within the Euro RSCG Life network. His achievements led to him being named partner in the Havas Health Network in March, and he continues to oversee Catapult as president.

Mr. Hoffman believes the industry's unwillingness to take risks to achieve greatness hurts innovation. He says the self-regulating nature of the industry tends to overreact to new ideas, which then leads to course-correction, time delays, and overregulation. He warns that this impedes great ideas and innovative educational platforms from reaching the market and really helping patients.

Mr. Hoffman says this over-cautiousness really came to the fore for him with the decision to put brand managers in one- to two-year rotational positions. The role became more of a "defensive position" and led to a check-the-box mentality. When brand managers are able to develop long-term relation-

Getting Personal with **JEFF HOFFMAN**

FAMILY: Married; four children; and one dog

HOBBIES: Playing tennis

FAVORITE BOOK: Rich Dad Poor Dad by Robert Kiyosaki and Sharon Lechter

FAVORITE MOVIE: The Godfather

BUCKET LIST: Buy an RV and drive across the United States with his wife and dog

INSPIRED BY: Children with Fanconi anemia and those living with childhood cancers

CONNECTED VIA: Facebook, LinkedIn, Twitter

TWITTER ADDRESS: adealaday

MOST UNUSUAL PLACES VISITED: China, Japan, and Singapore

LIFE LESSONS: There is no one in this world you can't learn something from

UNDER THE CLOAK OF INVISIBILITY: Inside the cancer cell to see what was really happening and how to develop a cure

TIME TRAVEL: Back to the times where the Native Americans had settlements in the U.S.

ships and take some risks, they can create programs that can have substantial impact when done correctly. **PV**