

> Momentum Motivators

These dynamic game changers are using their creative thinking and strategic skills to propel the industry beyond the many challenges it faces today.

Mark E.Q. WILLMANN

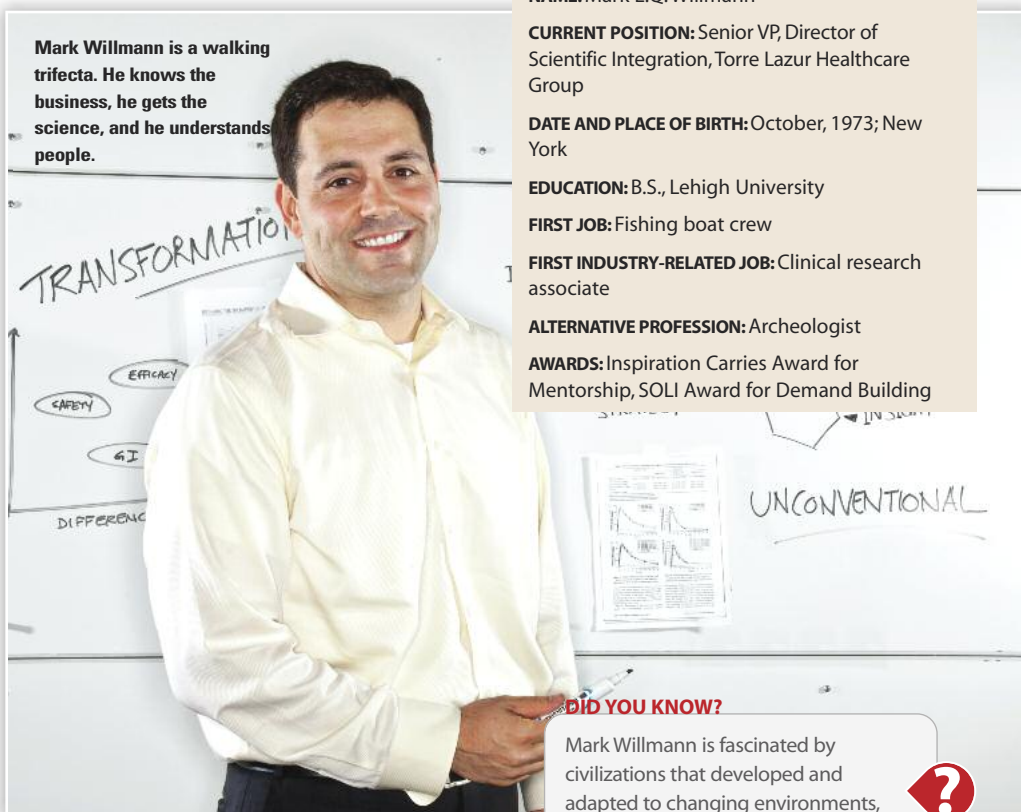
COMPETITIVE EDGE

If you were to ask anyone across the Torre Lazur Healthcare Group (TLHG) who inspires and motivates others, undoubtedly the one name that would consistently come to the forefront is Mark Willmann. In his current position as senior VP, director of scientific integration, Mr. Willmann plays an instrumental role across all accounts.

By focusing on the intersection of science, strategy, and market behaviors, he harnesses a combination of drug development expertise, pharmaceutical advertising, and creative acumen, mixes it around, and motivates a team, and sometimes the organization, to incubate new ideas. Mr. Willmann is able to make the simplest data more striking and the most difficult data more digestible. He moves from ad boards, lexicon development, and market shaping, to explaining how to use a detail piece and motivating reps at national sales meetings. An asset to TLHG, Mr. Willmann is the type of colleague and person others feel privileged to work with. He is dynamic, inspiring, challenging, and nurtures the talents of others.

Mr. Willmann has earned a reputation for integrity and insightful thinking. He is a consummate professional who remains at the forefront of cutting-edge thinking regarding how science and marketing intersect. People look to him for leadership when it comes to marketing a product with unique scientific features due to his keen strategic insight and depth of clinical and scientific understanding. Mr. Willmann has a very facile, human way of helping others understand the hard science and turn it into an ownable story for his brand. He can be at once the smartest guy in the room and the most unpretentious.

He understands the mechanisms of diseases, the strategies of marketing, the ins and outs of regulatory and approval processes, and



MENTOR. PARTNER.

NAME: Mark E.Q. Willmann
CURRENT POSITION: Senior VP, Director of Scientific Integration, Torre Lazur Healthcare Group
DATE AND PLACE OF BIRTH: October, 1973; New York
EDUCATION: B.S., Lehigh University
FIRST JOB: Fishing boat crew
FIRST INDUSTRY-RELATED JOB: Clinical research associate
ALTERNATIVE PROFESSION: Archeologist
AWARDS: Inspiration Carries Award for Mentorship, SOLI Award for Demand Building

DID YOU KNOW?

Mark Willmann is fascinated by civilizations that developed and adapted to changing environments, and how these people lived.



so much more. Mr. Willmann embraces market trends and excels in finding a competitive edge.

His academic and professional experience gives him a unique perspective on the industry's needs as well as clients' challenges. He is known for bringing fresh thinking that is simultaneously rooted in scientific sources. Because of this, Mr. Willmann is recognized as an invaluable partner by colleagues and clients and is well-respected by key opinion leaders, community physicians, and scientists in the industry.

Having also created the Scientific Integration department within TLHG, Mr. Willmann built an important offering that fulfills a need of his clients while also helping to en-

sure his company stays competitive. He has also grown this offering, hiring additional staff and personally grooming them for success.

Proactive, he provides positive feedback to increase employees' confidence and also offers constructive criticism to help them learn and grow.

The importance of developing and encouraging raw talent, vital for company growth and attracting new business opportunities, is acknowledged by Mr. Willmann.

As a mentor, Mr. Willmann remains approachable to all, from the most senior clients to the most junior agency person. **PV**



Mike REA

THE IDEAS MAN

Driven by a passion to get product design right early in development, Mike Rea has focused himself and his team at IDEA Pharma on driving the industry in this direction.

With a truly unique insight into understanding the ills of the industry, Mr. Rea can identify strategic options for molecules at an

OPTIMISTIC. IDEALISTIC.

NAME: Mike Rea

CURRENT POSITION: Principal Ideator, IDEA Pharma

DATE AND PLACE OF BIRTH: Dec. 12, 1965; Newcastle upon Tyne, UK

EDUCATION: B.Sc., Genetics, University of Newcastle upon Tyne

FIRST JOB: Science publishing, Elsevier Science Publishers, London

FIRST INDUSTRY-RELATED JOB: Adis International

PROFESSIONAL MENTORS: Kevin Toale, Adis International; Gary Hobbs, Medical Action Communications; Alex Gray, IDEA Pharma

GIVING BACK: SCOPE, cerebral palsy, and Room to Read, a charity that establishes schools and libraries in developing countries

WORDS TO LIVE BY: Why not?

early stage to ensure effective commercialization.

His exceptional insight, knowledge, and enthusiasm in pushing boundaries and challenging industry norms have led to reviewing and redefining core strategies, strongly benefiting strategic and commercial drug development.

Mr. Rea says so much of the legacy of management consultancy has been to put “process” in place, but that gets in the way of people making better decisions.

If the pharma industry genuinely wants to embrace innovative practices, rather than just talk about it, it needs to change things and remove that process and put in place a discipline of innovation. His goal is to spearhead that change.

Mr. Rea can look at a problem from the outside and find a completely new way of thinking about things. He will sit quietly in a meeting and then come out with the most insightful point that no one has even come close to dreaming about.

His ideas, and IDEA Pharma, help save big pharma millions of dollars by doing the right things.

As the architect of an approach to strategy based on the fundamental principles governing how decisions are made, Mr. Rea holds a lever that is capable of moving the world of pharma on to a new and more rewarding trajectory.

One of the biggest challenges in improving the quality of decision-making comes from aligning different perspectives, opinions, experience levels, knowledge, and objectives on any project.

When called upon by a top five company to produce a portfolio strategy in oncology, Mr. Rea and his team were able to build an outcome that had almost 100% alignment behind it.

To achieve those breakthroughs, he maintains industry must find better ways to match the innovation of the science involved in discovery with new path-to-market strategies for innovative molecules. Ultimately, he believes the biggest blocks to innovation are management consultancy processes that get in the way of experts working with other experts.

At IDEA Pharma, Mr. Rea puts into practice some sound advice he once received: that people who have genuine talent for strategy are rare and to employ them when you come across one.

The career breakthrough moment came for Mr. Rea when he decided to respect his own integrity and resign from a job despite an offer to double his salary.

That decision opened many more doors than he could have imagined at the time. **PV**



DID YOU KNOW?

Mike Rea played American football while at university, and established the British Collegiate American Football League.



Mike Rea brings a mix of business-smart intelligence, wit, and creative thinking together with a completely humble attitude.





Dr. Michael Castagna is driving change through his strategic vision and unmatched work ethic.

DID YOU KNOW?

Dr. Michael Castagna was raised by a single mother and was the first person in his family to graduate from college.



ENERGETIC. PASSIONATE.

NAME: Michael E. Castagna, Pharm.D.
CURRENT POSITION: Executive Director, Immunoscience, Bristol-Myers Squibb
DATE AND PLACE OF BIRTH: December 1976; Stratford, N.J.
EDUCATION: B.S., pharmacy, Philadelphia College of Pharmacy; MBA, The Wharton School of the University of Pennsylvania
FIRST JOB: Lou's Steaks & Pizza
FIRST INDUSTRY-RELATED JOB: Drug Safety, DuPont Pharmaceuticals
ALTERNATIVE PROFESSION: High school teacher
PROFESSIONAL MENTORS: Pat McCauley, Jay Liska, Kevin Trapp, and Christine Mundkur
PROFESSIONAL ASSOCIATIONS: The Alumni Association at University of the Sciences in Philadelphia; Harvard Biotech Club; Wharton Alumni Club of Mass., N.J., and Pa.
GIVING BACK: Make-A-Wish Foundation and DonorsChoose.org
CONNECTED VIA: Facebook, LinkedIn, Plaxo, Twitter
TWITTER ADDRESS: Castagna2011; **FOLLOWS:** Geoff Meyerson
WORDS TO LIVE BY: Live life to the fullest as tomorrow may not come
AWARDS: BMS Distinction award, 2004; first recipient of Marketing Excellence Award for Innovation, 2005; President's Award, Bristol-Myers Squibb, 2005; Brand of the Year for Gonal-f, 2007; first annual marketing award at EMD Serono for Harnessing Innovative Ideas, 2007; President's Award, EMD Serono, 2008

Michael E. **CASTAGNA**, Pharm.D.

ON A FAST TRACK FOR CHANGE

Waking up every day knowing what he does impacts millions of patients is what keeps Michael Castagna, Pharm.D., going. As a pharmacist, he always puts patient interests first and he truly believes if the industry does what's right for patients, everything else will work out because when patients prevail over their disease everyone wins.

Colleagues call Dr. Castagna an "intrapreneur." He is driving change within his organization and across the pharma industry. He has rapidly risen to an executive level, as a result of his numerous successful marketing initiatives, at DuPont Merck, Bristol-Myers Squibb, Pharmasset, EMD Serono, and Sandoz.

His value and leadership have been recognized by BMS, who recruited him back to the company and promoted him, after a five-year hiatus. Now as executive director, immunoscience, at BMS, his vision is being recognized by industry peers who ask him to speak at key conferences.

Dr. Castagna has also demonstrated leadership in the industry and community by building startup businesses — Pharmasset's HIV/hepatitis unit and Sandoz's biosimilars division — and founding scholarships and leading fundraising campaigns for the various charities he is involved with.

He is known for his abilities to lead strategically, embrace teamwork, energize others, and drive performance.

Colleagues say Dr. Castagna is an up-and-coming force for positive change that the industry needs and demands. He is an innovator who inspires others to think out of the box to achieve their goals.

But his real success in building and motivating others lies in his humble and authentic nature. No matter how busy he is, he finds a way to put others first.

Dr. Castagna combines his command of the healthcare industry with his clinical and executive business background in a blend that al-

lows him to challenge the status quo and to affect market trends and drive performance both within his own organization, as well as throughout the broader biotech industry.

He makes it a point to generously give back to those less fortunate within the community, and he supports several charitable organizations, one of which is DonorsChoose.org, which helps teachers request support/class items that they may need to do their job more effectively. Two teachers had a tremendous impact on him during high school and he wants other teachers to be able to have the same impact on their students. **PV**



A person with long blonde hair, wearing a black wetsuit, stands on a sandy beach at sunset. They are holding a long, yellow and white surfboard vertically. The sun is low on the horizon, creating a warm, golden glow over the ocean waves. The person's reflection is visible in the wet sand.

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James **MERCANTE**

FOR THE LOVE OF THE JOB

Up at 4 a.m., at the gym by 5 a.m., and at work by 7:15 a.m.: for Jim Mercante this daily routine is ideal because he loves coming to work every day. For him, the opportunity to help build the company, provide trusted and valued advice to customers, and progress his own career and those of TGaS Advisors' 35 other gifted professionals is a joy.

A tireless worker, Mr. Mercante brings energy and focus to the tasks at hand and performs those tasks as energetically today as he did in the early startup of TGaS Advisors. He has personally led or managed more than 40 salesforce automation (SFA) and customer relationship management (CRM) initiatives, including major field sales solution projects at Wyeth, Novartis, Roche, Sanofi-Synthelabo, Purdue Frederick, Pharmacia, and Abbott Labs. However, he says, creating, building, and delivering SFA and CRM solutions to a demanding market and technologically evolving end user base has been highly challenging.

With Mr. Mercante, good enough is never enough; he is always digging further to arrive

at a deep understanding of whatever current business problem he happens to be studying. He is a voracious reader and he brings to the business setting a true desire to learn. At the same time, he loves to teach. He constantly challenges ideas and the status quo in a never-ending effort to make things better or to come up with new ideas.

He believes in a relaxed work environment and is fun-loving, but always makes clients a top priority.

His passion and dedication to always do what is right for clients has earned him the respect of all of his colleagues.

Customers especially value his strategic insights and experience, his care for their needs, and his collegial advice. More business partner than supplier, Mr. Mercante looks out for clients' well-being.

He gives equal care and attention to TGaS Advisors' employees, encouraging their enthusiasm for building the business, their high standards and expectations of themselves, and their manic devotion to customers.

Throughout his career, Jim Mercante has shown a consistent drive for innovation.



DID YOU KNOW?

Jim Mercante danced the Mexican hat dance at a President's Club dinner.



Neil **WEISMAN**

PATIENT RECRUITMENT ARCHITECT

For the past dozen years, Neil Weisman has dedicated his professional life to the promise of uniting patients to hope and wellness. He has been the driving force behind patient recruitment and retention for hundreds of clinical

drug trials. Mr. Weisman and his team have pushed the envelope by creating proprietary models for identifying qualified patient populations and motivating them to action. His efforts have helped get new compounds to market faster and more efficiently. And that has meant hope and a better life for millions.

Mr. Weisman is not only grounded in the principles of best-in-class marketing principles, but he understands the rigors and scientific demands of conducting clinical trials.

He believes in the power of using a study brand to heighten awareness of a clinical trial, and has championed the use of research-driven communications with a positive, inspirational message to generate the highest response.

Blue Chip Healthcare Marketing has thrived under Mr. Weisman's analytical approach. Patient recruitment is very goal-oriented and metrics-driven, as is Mr. Weisman. His integrated marketing plans are unparalleled when it comes to sophistication and their ability to accurately project response rates by medium or market. An expert at optimization, Mr. Weisman closely monitors all Blue Chip's

campaigns and is constantly recommending changes to make them more efficient.

Mr. Weisman has also been a leader in identifying, testing, and proving all types of Web-based programs that have had a profound effect on a multitude of clinical studies, helping Blue Chip Patient Recruitment, part of Blue Chip Healthcare Marketing become a leader in digital patient recruitment.

He has developed mobile applications, expandable banner ads with video, social community strategies, email blasts to patient associations, search engine marketing, event sponsorship, professional conference outreach, closed-circuit television advertising in physician offices, and the list goes on.

He even pioneered a groundbreaking social media survey to examine how patients want to interact within their healthcare communities.

Mr. Weisman has a knack for keeping everyone around him calm when things are chaotic and the pressure is on.

Whether interacting with an individual at his company or with his clients, Mr. Weisman unlocks potential. He is an active listener and asks the appropriate questions to ascertain clients' needs. True connections are important for Mr. Weisman. He says while clients need to know about the person they're working

STEADY. OBSERVANT.

NAME: Neil Weisman

CURRENT POSITION: Executive VP, General Manager, Blue Chip Healthcare Marketing

EDUCATION: B.A., English, University of Michigan

FIRST JOB: Bus boy at Buddy's Pizza at 16

FIRST INDUSTRY-RELATED JOB: Assistant account coordinator, Blue Chip Healthcare Marketing

ALTERNATIVE PROFESSION: A&R rep for a record label

MENTOR: His father

PROFESSIONAL ASSOCIATIONS: Chicago Advertising Federation

WORDS TO LIVE BY: Never lose sight of the people who are truly important to you; at the end of the day they are all you really have

Mr. Mercante routinely serves as a counselor, listener, and guide to colleagues. He empowers everyone to work hard and exceed their personal career goals.

And he goes the extra mile to make sure his team members have the tools, guidance, and structure to succeed. **PV**



DRIVEN. CURIOUS.

NAME: James Mercante

CURRENT POSITION: Senior VP, Innovations, TGaS Advisors

DATE AND PLACE OF BIRTH: August 1947; Wilmington, Del.

EDUCATION: MBA, B.A., University of Delaware

FIRST JOB: Computer scientist/programmer, DuPont Co.

FIRST INDUSTRY-RELATED JOB: SFA/CRM developer and implementation executive to install laptop systems for pharma field reps in late 1980s and 1990s

ALTERNATIVE PROFESSION: Professional sports general manager

PROFESSIONAL MENTOR: Ron Brown (deceased), Atlanta Life Financial Group

GIVING BACK: Save-a-child foundations, breast cancer foundations, Catholic charities

WORDS TO LIVE BY: Tenui nec dimittam — I have taken hold and will not let go

DID YOU KNOW?

Neil Weisman was a ball boy for the Detroit Pistons during the playoffs for the 1987-1988 Pistons season.



Neil Weisman is not only grounded in best-in-class marketing principles, but he understands rigors and scientific demands of conducting clinical trials.



with professionally, they also need to have some knowledge about that individual on a personal level so that a legitimate relationship can be established. It's only then that real trust and true collaboration happen.

His strong character is the foundation on which he has built a successful relationship with clients, because after all, talent is a gift, but character is a choice. **PV**



Mario NACINOVICH

DISTINCT COMMUNICATOR

Mario Nacinovich is a true strategic partner who lives and breathes healthcare.

DISTINCTIVE. STEADFAST.

NAME: Mario Robert Nacinovich Jr.

CURRENT POSITIONS: Managing Director, AXON US; Adjunct Faculty, Boston University; Editor-in-Chief, Journal of Communication in Healthcare (Maney Publishing)

DATE AND PLACE OF BIRTH: February 1972; Bronx, N.Y.

EDUCATION: M.Sc., Health Communication, Boston University, 2010; B.Sc., Managerial Science, Manhattan College, 1994

FIRST JOB: Behind the candy counter at a private pharmacy

FIRST INDUSTRY-RELATED JOB: Professional representative, Merck

PROFESSIONAL MENTORS: Ralph Sutton, Managing Partner of AXON UK, and Professors Steve Quigley and Pauline Hamel, Boston University

GIVING BACK: American Cancer Society Relay For Life; local Recreation Association

WORDS TO LIVE BY: Whenever I found out anything remarkable, I have thought it my duty to put down my discovery on paper, so that all ingenious people might be informed thereof. — Antoni van Leeuwenhoek (Dutch Biologist, 1632-1723)

AWARDS: Three Rx Club Awards of Excellence, 2007; Five Rx Club Awards of Excellence, 2006; Three American Graphic Design Awards, 2006; Two Communicator Awards, 2006; Outstanding Volunteer Leader Award, Healthcare Marketing and Communications (HMC), 2005; Award of Excellence — Federal Healthcare Affairs, Merck, 1998; Top Performance Award, Merck, 1997

DID YOU KNOW?

In high school, Mario Nacinovich played Senator Blake in Room Service by John Murray and Allen Boretz.



A distinctive and steadfast leader, Mario Nacinovich regards his role as managing director for AXON US as being far more than just a job. For him, it's about increasing the social capital in healthcare not only in the United States but around the world.

This is reflected in the way he works and his willingness to give up his time for other professional organizations and to advance healthcare. Mr. Nacinovich is editor-in-chief at the Journal of Communication in Healthcare, a member of the faculty at Boston University, on the editorial board for the Journal of Management & Marketing in Healthcare and PM360, and on the board of directors for the Diagnostics Marketing Association (DxMA).

Mr. Nacinovich has a deep understanding of the traditional and digital aspects healthcare education, marketing, pharma branding, medical communications, and public relations.

Always ahead of the curve, he was involved in social networking as a communications vehicle before it became popular. He uses social media to share his knowledge of the industry with others, and to mentor and teach. He leads one of the largest LinkedIn groups dedicated to healthcare marketing, communications, and education professionals and actively tweets daily via @nacinovich.

Loyal to those he works with and the industry he works for, colleagues and peers have described Mr. Nacinovich as constant, dedicated, dependable, persevering, relentless, reliable, resolute, stable, and true. Colleagues also describe him as courteous, kind, ethical, accommodating, professional, knowledgeable, dedicated, and loyal.

Mr. Nacinovich leads and mentors others in all his roles and is willing to go above and beyond in being a man for others. He is a previous PharmaVOICE 100 honoree, from the inaugural edition in 2005.

As a proud alum of a Jesuit preparatory school, Fordham Preparatory School, the concept of mentoring was ingrained in Mr. Naci-

novich at a very young age. Throughout his career and today, this concept has been extremely important to him. He is disappointed by those in the industry who are narrowly focused on their own success and don't consider the wealth of success to be had helping those around them attain their potential.

For Mr. Nacinovich, one of the most profound moments of his mentoring came when a friend handed him the book, *The Go-Giver*, saying it was about his way of being for others.

He is enthusiastic and encouraging, with a passion for inspiring others to work harder. In recent tough times, he has stood by his team while providing support and clarity to clients.

Initiating U.S. operations for AXON and opening the firm's healthcare consulting practice in New York in January 2010 have been career highlights.

Mr. Nacinovich is not afraid to make tough decisions, and says indecision is the worst decision of all. **PV**



Ryan SAADI, M.D., MPH

CHANGING HEALTH OUTCOMES

An expert in health outcomes and market access for healthcare products, Ryan Saadi, M.D., is committed to improving the health of patients by addressing opportunities and challenges associated with patient access.

The environment around access to new technologies is becoming increasingly complex with the introduction of comparative effectiveness, unique healthcare delivery models, and increasing price pressures by payers requiring better value for their money.

Dr. Saadi has an acute appreciation of how the U.S. and global healthcare industries will be shaped in the coming years by these changes. Within this increasingly restrictive environment, Dr. Saadi has proven his skill to generate, articulate, and communicate product value arguments to ensure continued patient access to innovative technologies.

His early work at Aventis and later Genzyme demonstrated that disease modeling, which is traditionally used for cost-effective analysis, can be of great value in illustrating long-term clinical value of a product. This expanded the audience for health economic research to nontraditional clinical audiences and provided a new tool for the communication of evidence-based value. Dr. Saadi continues to expand the boundaries for health economic research and is at the forefront of the trend toward the application of health economic research to product marketing. This opportunity has arisen due to the growing influence of payer groups on market success and the evolving role of comparative effectiveness research in the provision of care.

There is a risk of disconnect between how the industry operates and the evolving de-

mands of its customers, he believes. In traditional models, the industry was structured to generate and communicate evidence to satisfy regulatory bodies and physicians. At the same time, payers and patients expect additional evidence: for example, value for money/economic data, quality of life data, and so on. In the new evolving model, the industry is developing the expertise and structure to articulate value arguments of its products to meet this expectation. He argues, that those companies that embrace this opportunity will enjoy a competitive advantage.

Dr. Saadi uses his deep knowledge of medical outcomes, purchasing, and economic analyses to drive unique solutions for appropriately positioning products and demonstrating value to critical decision-makers.


Dr. Saadi is focused on leading in the industry's transformation as it seeks to accommodate a changed global healthcare market-

place. He has what it takes to achieve these goals, including the drive and confidence that anything can be achieved for the right cause.

During his career, Dr. Saadi has demonstrated proven leadership through the successful development, management, and motivation of diverse teams of professionals responsible for both U.S. and ex-U.S. markets. His success is based on understanding the needs of internal stakeholders and fostering cooperation.

His big ideas, ability to motivate staff members to develop the new expertise required, and compelling arguments have helped to prompt departments to change their usual course of how product value is determined and how market access negotiations are managed.

Shifting momentum to meet future needs when the status quo seems acceptable requires buy-in from stakeholders, including legal, finance, and others. Yet this is the hallmark of exceptional leaders, and Dr. Saadi does not back down from such challenges.

With an ability to select strong team members and provide guidance, Dr. Saadi has mentored a number of people who have moved into senior industry positions. 



DID YOU KNOW?

Dr. Ryan Saadi was the lead chess player in high school.



Dr. Ryan Saadi is a visionary who thinks outside the box, a valuable quality in the conservative environment of the pharmaceutical industry.



DRIVEN. CONFIDENT.

NAME: Ryan Saadi, M.D., MPH

CURRENT POSITION: World Wide VP, Health Economics, Reimbursement & Strategic Pricing, Cordis Corp., Johnson & Johnson

DATE AND PLACE OF BIRTH: December 1964; Bangladesh

EDUCATION: M.D., Dhaka Medical College; MPH, Yale University

FIRST JOB: Head, Department of Epidemiology, Public Health and Medical Care Coordination at Churchill Hospital, Fallon, Nev.

FIRST INDUSTRY-RELATED JOB: Senior Manager, Reimbursement, Knoll Pharmaceutical

ALTERNATIVE PROFESSION: Teaching

PROFESSIONAL MENTORS: Dr. Bruce Cooper, Dr. Georges Gemayel, Raymond Suehnholz, Jeffrey Feike

PROFESSIONAL ASSOCIATIONS: Voting member, The Medicare Evidence Development & Coverage Advisory Committee (MEDCAC)

WORDS TO LIVE BY: Everything is possible if you put your heart into it



Encapsulate all stakeholders' needs

for approval and access
in global markets

No matter the end goal, creating and executing a strategy that fulfills the data and evidence needs of diverse stakeholders throughout your product's lifecycle will maximize long term value. Our unique fusion of clinical, scientific, regulatory and business expertise, combined with our end-to-end service capabilities, help you design and integrate programs that a.) collect the right data and b.) communicate the value of your product, ultimately supporting timely approval and access to global markets for improved commercial success.

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PAREXEL[®]
Right where you need us[™]

Kim Stratton works every day, on both professional and personal levels, toward realizing her full potential as a business leader.



DID YOU KNOW?

Kim Stratton grew up in Australia with kangaroos.



Kim **STRATTON**

A GLOBAL PERSPECTIVE

Kim Stratton, a native Australian, brings a unique global perspective to her role as head, group, country management and external affairs at Novartis AG. She is empathetic and caring by nature, thus allowing her to bring together and foster collaboration among teams and across divisions.

Ms. Stratton is bringing her global perspective and ability to manage cross-functionally to one of her biggest career challenges. Most recently, her work with Novartis in Russia has been very important to her and to the company.

In June, Novartis began construction of a new state-of-the-art pharmaceutical manufacturing plant in St. Petersburg, Russia. This is an important event for Novartis, as the company is committed to improving the lives of patients and better health in Russia.


Colleagues who have witnessed Ms. Stratton's talent and leadership throughout her career at Novartis are inspired by her ability to bring people together and facilitate collaboration across countries and divisions.

Since joining Novartis in 1998, Ms. Stratton has held positions of increasing responsibility across disease areas and business units. Ms. Stratton is one of the few people who works across all divisions. She works with all

55 country presidents and is responsible for ensuring that Novartis is presented as a cohesive company with one voice across divisions and external audiences spanning the globe.

She takes this responsibility seriously and takes collaboration to the highest degree, continually looking for cross-divisional synergies that produce the best outcomes possible.

Furthermore in her role, Ms. Stratton coordinates with government agencies and national stakeholders, listening and engaging with people from many backgrounds.

Ms. Stratton's passion for the pharma and healthcare industries as well as her work toward the common goal of improving health outcomes have contributed greatly to Novartis' focus on patient outcomes. 



EMPATHETIC. CARING.

NAME: Kim Stratton

CURRENT POSITION: Head Group Country Management and External Affairs, Novartis AG

PLACE OF BIRTH: Australia

EDUCATION: Graduate nursing program

FIRST INDUSTRY-RELATED JOB: Nurse

WORDS TO LIVE BY: Realize your full potential

Timothy M. **BLOCK**, Ph.D.

A FOUNDATION FOR RESEARCH

Timothy Block, Ph.D., says he can't think of anything else he would rather be doing. And he's doing big things. He is the co-founder and president of the Hepatitis B Foundation (HBF), and the founder and president of the Pennsylvania Biotechnology Center and Institute for Hepatitis and Virus Research (IHVR). He also heads the Drexel Institute for Biotechnology and Virology Research (DIBVR) and is a professor of microbiology and immunology at Drexel University College of Medicine.

Dr. Block's commitment to hepatitis B research, education, and advocacy began in 1991 when he co-founded HBF in response to the plight of a local child who was diagnosed with the disease. Dr. Block says too many people suffer from diseases caused by this virus, and not enough is being done.

True to his word to turn this situation

around, he has grown HBF into an award-winning nonprofit organization benefiting millions of hepatitis B sufferers worldwide.

In 2003, he founded HBF's research institute, the IHVR. In 2006, he spearheaded the creation of the \$14 million Pennsylvania Biotechnology Center, which maximizes synergies between nonprofit scientists and their commercial colleagues. Further, under Dr. Block's direction, DIBVR has been responsible for the creation of six biotech companies and engagements with more than 30 regional companies.

The winner of countless community and industry awards, Dr. Block has been responsible for numerous co-discoveries in translational research, coauthored more than 150 publications, and served as the principal investigator for more than \$3 million in annual NIH grants.

Dr. Block has been an exceptional member

Ahsan A. AWAN



DID YOU KNOW?

Ahsan Awan is a Hawaiian hula dancer.



Ahsan Awan is committed to being a good global steward and is dedicated to having the industry be as green as it can be.

panies and people operate with a minimal footprint and potentially harmful impact.

In fact, among the items on his professional agenda that he wants to address is leading the charge to have the industry adopt green reverse logistics solutions for IND products.

The other item on his list

is just as lofty: to successfully launch a new accredited U.S. medical school. By all accounts, he is well on his way to achieving both goals.

Mr. Awan is director of the clinical trials division at PharmaLink Inc. and director, health science program development, California Northstate University.

Mr. Awan's colleagues are truly inspired by this modern Renaissance man. He's part entrepreneur, part mentor, part motivator, but at all times a visionary.

He's always learning, always creating, always pushing the envelope, and always ahead of the curve.

Mr. Awan not only created American Presswire, but in his primary roles with Global CINRG, PharmaLink, and California

of the scientific community since age 14, when he entered college to study physics at the State University of New York. He moved into the life sciences as a graduate and postdoctoral student at the State University of New York and Princeton University. As a sabbatical fellow at Oxford University, Dr. Block worked with Baruch S. Blumberg, Nobel Laureate, and Raymond Dwek, fellow, Royal Society, where they discovered two new chemical families of antiviral agents, called the glucovirs and alkovirs. These compounds are now in Phase II clinical trials for treating hepatitis C.

Dr. Block's additional co-discoveries have included co-transformation technologies, the patented microorganism-based assays for medically important compounds, called MOBA, Phage linked immunoabsorbant assays called PHALISA, and Oragene technology for treatment of hepatitis B, which entered Phase III clinical trials in Israel. His recent work has fo-

Dr. Timothy Block has been instrumental in establishing the Pennsylvania Biotechnology Center and the Hepatitis B Foundation.

INNOVATIVE. CREATIVE.

NAME: Ahsan A. Awan

CURRENT POSITION: Director, Clinical Trials Division, PharmaLink Inc., and Director, Health Science Program Development, California Northstate University

DATE AND PLACE OF BIRTH: November 1974, Sacramento, Calif.

EDUCATION: B.S. and J.D., University of Oregon; MBA, George Washington University; M.S.Pharm., University of Florida

FIRST JOB: Laboratory research assistant, University of Wisconsin School of Medicine

FIRST INDUSTRY-RELATED JOB: Minerva

ALTERNATIVE PROFESSION: Physician

PROFESSIONAL MENTORS: His father; his mother; Dennis Greene, former University of Oregon School of Law professor; Keith Aoki, former University of Oregon School of Law professor; and U.S. Magistrate Judge Tom Coffin

GIVING BACK: Healthcare-related NGOs

CONNECTED VIA: Facebook, LinkedIn, Twitter, Foursquare, and Waze

TWITTER ADDRESS: quackarazzi; Follows: Xile (@xileinportland); University of Oregon Ducks athletes, coaches and fans (like @NMMann1); national sports media such as @LisaHorne; and @TicketCity

WORDS TO LIVE BY: Just do it; winners want the ball

Northstate University, he has proven to be a team leader, and his teams trust him unwaveringly.

Mr. Awan's colleagues say his inspirational power is his ability to cause others to extend themselves and accomplish more. **PV**



RESTLESS. CONSIDERATE.

NAME: Timothy M. Block, Ph.D.

CURRENT POSITION: President, Board Chair, Pennsylvania Biotechnology Center/The Pennsylvania Commonwealth Institute for Hepatitis and Virus Research; Professor, Drexel College of Medicine

DATE AND PLACE OF BIRTH: Dec 8, 1955; New York

EDUCATION: State University of New York at Buffalo; Roswell Park Memorial Institute of The State University of New York; Princeton University

FIRST JOB: Selling soft pretzels at WT Grant Department Store

PROFESSIONAL MENTORS: Baruch S. Blumberg (deceased), the discoverer of hepatitis B; W. Thomas London, Fox Chase; Raymond Dwek, Oxford professor, scientist, and entrepreneur; Thomas Shenk, Princeton professor, scientist; Josh Feldstein, former president, Delaware Valley College

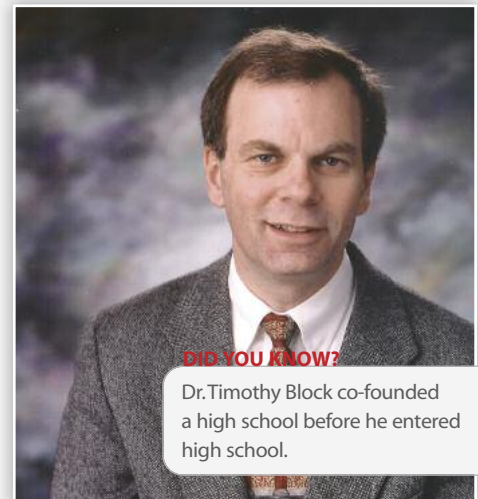
GIVING BACK: The Hepatitis B Foundation

CONNECTED VIA: Facebook

AWARDS: Judge's Choice, CEO of the Year, Philadelphia Business Journal's Inaugural Life Science Award, 2010; Emory Eminent Scholar, 2009; AAAS Fellow (American Association for the Advancement of Science), 2008; Special citation from the U.S. House of Representatives in recognition of outstanding achievements, 2007; Distinguished Service Recognition, NCI EDRN, 2007; Lifetime Achievement Award, Central Bucks, Pa., 2007; Founders Award, Hepatitis B Foundation, 2000; Researcher of the Year, American Liver Foundation (Delaware Valley Chapter), 1998; and others

WORDS TO LIVE BY: Don't be afraid to ask and answer the big questions; make a beneficial difference

cused upon glycoproteomic-based methods for detection and treatment of liver and colorectal cancer, leading to the co-discovery of early detection markers of cancer; one of which is in "blinded" human studies with the National Cancer Institute. **PV**



DID YOU KNOW?

Dr. Timothy Block co-founded a high school before he entered high school.



Pam Rattananont **FERRIS**

LEARNING BY EXAMPLE

The best moments for Pam Rattananont Ferris are defined by being able to help lead a great team to develop the best solutions and having fun in the process.

Always looking for opportunities to better herself and her organization, she has excelled at everything she has undertaken.

From her days as an agency pioneer to her constant dedication to delivering quality medical education programs for Takeda, the life-sciences industry would be much improved if there were more people like her.

As senior manager, global medical education, she was the driving force behind the continuing education leadership exemplified at Millennium Pharmaceuticals.

In her current role as CEO and managing director of Core Principle Solutions, it is her focus and goal to continue to bring innovative and appropriate education programs to healthcare professionals by strengthening the relationship between all stakeholders.

Part of her role is the strategic design and execution of U.S. and ex-U.S. medical education initiatives. She says developing medical education programs for use outside the United States is challenging because the rules are grey and are different within each country. It's an extraordinarily different landscape to navigate after coming from her U.S. experience in building medical education strategies, and one that requires a great deal of patience and relationship-building skills.

Helping others excel matters to Ms. Rattananont Ferris and looks to share personal and professional experiences. **PV**



Editor's Note: As of press time, Ms. Rattananont Ferris left Millennium, and she is now currently the CEO and managing director for Core Principle Solutions, a global medical education organization.

Pam Rattananont Ferris is a driving force behind improving continuing education initiatives.

COMPETITIVE. STRAIGHTFORWARD.

NAME: Pam Rattananont Ferris

CURRENT POSITION: CEO and Managing Director, Core Principle Solutions

DATE AND PLACE OF BIRTH: March 1975; Charleston, W.Va.

EDUCATION: MPH, Management, Columbia University, 2000; B.A., Neuroscience, Colgate University, 1997

FIRST JOB: Staff Associate, John Snow

FIRST INDUSTRY-RELATED JOB: Research assistant, Pfizer

ALTERNATIVE PROFESSION: Culinary

PROFESSIONAL MENTORS: James Bargon, Nick Willhoft, and Tiffany Patrick

PROFESSIONAL ASSOCIATIONS: Healthcare Businesswomen's Association

WORDS TO LIVE BY: No one gets a free ride



DID YOU KNOW?

Pam Rattananont Ferris once won the triple long jump at a high school track meet, which is ironic since she is only 4' 10".



Sarah **WHARMBY**

CUSTOMER COLLABORATOR

For 23 years, Sarah Wharmby has worked in the pharmaceutical industry in a variety of roles, ranging from a successful tenure as a territory representative to one as a regional business manager. More than 15 of these years were spent with Sanofi Pasteur MSD selling vaccines to primary and secondary-care specialists. In 2008, she joined Bristol-Myers Squibb as a key customer manager in the United Kingdom, covering Dorset and Central South Coast Can-

cer Networks, which later extended to cover all of the southwest. This new role provided her with both the opportunity to promote directly to clinicians and help solve funding issues with payer customers. Additionally, she has the responsibility to develop initiatives to help increase prescribing and improve the perception of BMS as a valued partner in oncology and hematology.

Ms. Wharmby's colleagues are inspired by her selfless and tireless attention to setting up and chairing the SWWIG (South West and Wessex Cancer Industries Group).

This group of 18 pharmaceutical companies, including BMS, has made considerable progress in building improved and effective relationships with many NHS stakeholders and has influenced the development of similar groups in the northwest, northeast, and London.

Ms. Wharmby and her SWWIG colleagues are dedicated to improving the knowledge and understanding of stakeholder issues, to developing working initiatives that are mutually beneficial and con-

tribute to improved patient care, and creating joint initiatives to help improve the understanding of the value of cancer medicines.

Ms. Wharmby is now ready to take on another challenge and would like to take on the role of KCM for ipilimumab, which is approved in the United States as Yervoy to treat patients with late-stage melanoma. She is interested in the groundbreaking nature of the product, having the opportunity to educate a broad range of clinical staff, and addressing the challenge of achieving a funding commitment. **PV**



SELFLESS. CUSTOMER-CENTRIC.

NAME: Sarah Wharmby

CURRENT POSITION: Key Customer Manager, Oncology, Bristol-Myers Squibb

DATE AND PLACE OF BIRTH: October 1962; Epsom, Surrey

EDUCATION: B.Sc., Nursing

FIRST JOB: Nursing

FIRST INDUSTRY-RELATED JOB: Respiratory care associate, Allen & Hanburys Ltd.

ALTERNATIVE PROFESSION: Work in a cancer network

WORDS TO LIVE BY: Be objective, honest, and fair

AWARDS: Rep of the Year, SPMSD



Sarah Wharmby is helping to break down barriers by communicating on behalf of the collaborative group of pharma companies to deliver value to customers through exploring areas of common interest where it is a win-win to work together.

DID YOU KNOW?

Sarah Wharmby would like to work in a cancer network to have a real opportunity to influence change in cancer services.



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- ▶ Discover Digital Life, the world's largest survey of online behavior.
- ▶ Learn how it applies to physicians and look to the digital landscape in pharma moving forward.

Plus... Learn about the results and insights from our new payer research, how effectively pharma is providing key services, and what payers value most and how pharma is shifting strategies based on healthcare reforms.

DATE and TIME

**September 21, 2011
10:30 am – 12:00 pm EDT**

SPEAKERS



Mark Sales
Head of Global Brand &
Stakeholder Management
Kantar Health



Oliver Feiler
Senior Consultant,
Stakeholder Management
Kantar Health



Sylvia Lifschitz
Vice President
Kantar Health

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Henrietta UKWU, M.D.

A RENAISSANCE WOMAN

PASSIONATE. GIVING.

NAME: Henrietta Ngozi Ukwu, M.D.

CURRENT POSITION: Senior VP, Global Regulatory Affairs, PPD Inc.

DATE AND PLACE OF BIRTH: July 1959; Enugu, Nigeria

EDUCATION: Fellowship in Infectious Diseases, Vanderbilt University Medical Center; Residency in Internal Medicine, Baptist Hospital, University of Tennessee; Internship in Internal Medicine, Meharry Medical College; medical and surgical degrees, University of Jos Medical School, Nigeria

FIRST JOB: Chief, infectious diseases division, and attending physician, Veterans Administration Hospital

FIRST INDUSTRY-RELATED JOB: Director, regulatory affairs, Merck & Co. Inc.

ALTERNATIVE PROFESSION: University professor

PROFESSIONAL MENTORS: Dr. Edward Scolnick, past president, research and development, Merck & Co. Inc.; Dr. Robert Ruffolo, past president, research and development, Wyeth Pharmaceuticals; Bernard Poussot, past chairman and CEO Wyeth Pharmaceuticals; Dr. Christine Dingivan, chief medical officer and executive VP, PPD

PROFESSIONAL ASSOCIATIONS: American College of Physicians; American Board of Internal Medicine and Infectious Diseases; the American College of Physicians-American Society of Internal Medicine; American Medical Association; Infectious Diseases Society of America; American Academy of Pharmaceutical Physicians; Association of Nigerian Physicians in the Americas (ANPA); the United Nations Economic Commission for Africa (UNECA) Scientific and Technical Advisory Committee for Drug Development and Innovation.

GIVING BACK: Restoring the declining schools in Nigeria, specifically her high school

WORDS TO LIVE BY: Do all things for God and in all things give thanks to God

AWARDS: Scientist of the Year, BEYA Minorities in Research Science, 2010; Most Distinguished Women Award, Queen's School Alumni Association, 2008; One of 100 Most Important Blacks in Technology, NSBE Award, 2006; Ambassador of Scientific Excellence, USA-Africa Class Magazine Award, 2005; Role Model Award, Queen's School Enugu Alumni Jubilee, 2004; Emerald Honors for Research Excellence Women of Color Research Award, 2003; Nigerian Excellence in Science and Technology, ARCO Award, 2001; Health Science Achievement, Nigerian People's Forum Award, 2001; Alumni Excellence Award, University of Jos Medical School, 2001; Merck's Most Amazing Woman Award, Merck, 2001; and many others

Henrietta Ukwu, M.D., is a medical doctor, professor, book author, leader, and expert in her field. Not many people have the opportunity to be experts in medicine, academia, the pharmaceutical industry, and global regulatory affairs/policy as Dr. Ukwu.

Dr. Ukwu, senior VP for global regulatory affairs at PPD, is an inspiration to all who know her. She radiates passion, joy, and confidence.

Nothing pleases her more than sharing her talent, knowledge, and gifts with her colleagues; she enjoys bringing smiles to those she teaches and is happy to provide constructive development. She teaches global regulatory affairs at Temple University, and revels in the feedback that her passion and sharing of knowledge and experiences resonate with her students.

She is an infectious disease physician, pharmaceutical industry executive, and industry thought leader with extensive global regulatory experience across all biopharmaceutical therapeutic platforms and regions.

Throughout her career, Dr. Ukwu has played a strong leadership role in building strategic regulatory teams, leading major initiatives to drive regulatory excellence, and making significant contributions to the development and enrichment of the regulatory profession. She has been responsible for overseeing strategic product development and registration plans; regulatory interactions with boards of health, human subject protection for clinical/preclinical development; ensuring rigorous regulatory standards, and successfully registering new drugs and biologics.

Since joining PPD in June 2010, Dr. Ukwu has provided inspiring leadership in guiding global regulatory services across all PPD lines of business and providing clinical development expertise to advance the company's vaccines and biologics operations. Under Dr. Ukwu's leadership, PPD's global regulatory affairs organization, which encompasses global regulatory development, global chemistry manufacturing and controls, global medical writing and global regulatory operations and publishing, is maximizing its focus on the provision of strategic regulatory intelligence and expertise to help the CRO's

During her career, Dr. Henrietta Ukwu has earned acclaim in several fields, including medicine, academia, the pharmaceutical industry, and global regulatory affairs/policy.

DID YOU KNOW?

Dr. Henrietta Ukwu starred in the PhRMA commercial for HIV/AIDS in 1999; the commercial ran for two years and many got to know her face and voice from television.



clients successfully navigate today's dynamic global regulatory landscape.

Dr. Ukwu has been involved in numerous product development activities and has directly overseen the successful original regulatory development, filings, and approvals of 14 new products (10 drugs; four biologics).

Dr. Ukwu's demonstrated vision, leadership, and passion for impacting humanity through the pharmaceutical and CRO industry make her a great leader and role model. Her colleagues are inspired by her and her mentorship has helped them grow and advance in their own careers.

Recently, she completed and has had published her text book, *Global Regulatory Systems — A Strategic Primer for Biopharmaceutical Product Development and Registration*. This is the first textbook that consolidates all global regulatory systems and provides the strategic application of regulatory knowledge and intelligence to enable and facilitate successful product development and registration.

This book created the vehicle for Dr. Ukwu to communicate the diverse global, strategic and extensive hands-on experience, comprehensive knowledge and critical success factors for product development, registration and commercial success that she has gained over 18 years in global regulatory affairs.

Dr. Ukwu earned her medical and surgical degrees from the University of Jos School of Medicine in Nigeria. She completed her internship at Meharry Medical College, residency in internal medicine at Baptist Hospital, and her fellowship in infectious diseases at Vanderbilt University. **PV**



Jennifer **GOLDSMITH**

CHANCE BEGINNING

DID YOU KNOW?

Jennifer Goldsmith is a published poet and has also produced an independent literary magazine.



Jennifer Goldsmith is leading the charge for the content management revolution.

Jennifer Goldsmith is well-known for her contributions to the life-sciences industry, but it wasn't her original career field. After college Ms. Goldsmith first found herself working for a small book publisher in Philadelphia before deciding she wanted to do something radically different. So she entered the IT industry

and accepted her first consulting position at Janssen Pharmaceuticals. Ms. Goldsmith soon developed a passion for her work, believing that by better enabling information management, life-sciences companies could more quickly discover and bring new drugs, devices, and therapies to market.

Ms. Goldsmith focuses on how to make operations better, improve compliance, and reduce costs for her customers through technology and process innovation.

For the last 15 years, Ms. Goldsmith has been a pioneer in the regulated content management space. In this role she brings a strong understanding of technology, but it is Ms. Goldsmith's ability to quickly understand and optimize the business processes across clinical, nonclinical, regulatory, and manufacturing that sets her apart from her peers.

Ms. Goldsmith put her expertise into practice when she was a key member of the team involved in the global implementation of a cutting-edge regulatory submissions content management system. The team faced many challenges and needed to make some tough decisions, but Ms. Goldsmith led the various workgroups through complex tasks while keeping them focused and grounded. The re-

sult was one of the first truly global R&D content management systems, inclusive of both core operating organizations and local affiliates.

As the pharmaceutical industry has sought ways to standardize under the pressures of global expansion, Ms. Goldsmith has been at the forefront of the ever-evolving content management space and is now leading the way to the first cloud-based content management platform built solely for the life sciences.

Ms. Goldsmith says bringing Veeva Vault — a cloud-based life-sciences content management system — to market has been her greatest career highlight to date. **PV**



PASSIONATE. DRIVEN.

NAME: Jennifer Goldsmith

CURRENT POSITION: VP, Veeva Vault

DATE AND PLACE OF BIRTH: December 1971; Abington, Pa.

EDUCATION: B.A., Cornell University; current studies, University of Nottingham, England, in conjunction with Cornell Degree Program

FIRST JOB: Director of marketing, book publisher

FIRST INDUSTRY-RELATED JOB: Life-sciences consultant, Computer Sciences Corp. (CSC)

ALTERNATIVE PROFESSION: Architect

AWARDS: CSC Values Award; CSC Leadership Award; IBM Services Excellence Awards 2005, 2006, 2007, 2008, 2009; IBM Bravo Award for Innovative Software Product Development

Dennis Gerard **URBANIAK**

COMMERCIAL PACESETTER

The commercial approach needs a shake-up, and Dennis Urbaniak is eager to lead his colleagues at Sanofi into new territory. In his role as VP, U.S. diabetes, Mr. Urbaniak believes there needs to be a rethink around total patient services that will help redefine the landscape of diabetes care in the United States. He has been diligently working toward that goal. For example, he started a new innovation function focused on changing the diabetes department's commercial approach.

Mr. Urbaniak seeks to gather ideas from all areas of the business to bring about innovation. He led the creation of Impact Jam, an interactive forum where all employees could participate in a live brainstorming event online. Almost 7,000 employees participated; they submitted thousands of posts.

In addition to his job responsibilities, Mr. Urbaniak has led numerous efforts around organizational inte-

planning, and managed care strategy.

He believes change is needed across the industry in core skill sets and capabilities; people need to be able to take risks to develop new skills and try new things. The challenge is to get widespread support to change decades of successful habits that simply will not drive new levels of performance in the future.

This changing environment is most apparent with the patient, and Mr. Urbaniak says learning first-hand about the emerging e-patient movement and seeing how patients are collaborating on and offline to participate more fully in their care has been an eye-opener.

Mr. Urbaniak is driving customer-centric



Dennis Urbaniak is highly regarded as a supportive leader and mentor with a passion for developing people.

approaches that result in tangible business results.

He is highly regarded as a supportive leader who has a passion for people development. **PV**



DETERMINED. PATIENT.

NAME: Dennis Gerard Urbaniak

CURRENT POSITION: VP, U.S. Diabetes, Sanofi

DATE AND PLACE OF BIRTH: June 1969; Somerville, N.J.

EDUCATION: B.S., Marketing/English, Monmouth University, 1990

FIRST JOB: Copier sales

FIRST INDUSTRY-RELATED JOB: Sales representative, Sanofi

ALTERNATIVE PROFESSION: Professional golfer or baseball player

PROFESSIONAL MENTORS: Current and past bosses as well as colleagues in the industry

PROFESSIONAL ASSOCIATIONS: Monmouth University School of Science Advisory Council; Center for Healthcare Innovation (CHI), Executive Council; United States Chamber of Commerce, Telecommunications and E-Commerce Committee

GIVING BACK: Local church, executive advisor to the Monmouth University School of Science

WORDS TO LIVE BY: Don't worry about life mottoes

DID YOU KNOW?

Dennis Urbaniak is a huge Elvis Costello fan.



gration, change management, investment

Fran HELLER

THE DEAL MAKER



Fran Heller has been the driving force behind some of the industry's most innovative deals.

Described by colleagues as the best business development executive in biotech today, Fran Heller has structured deals for companies of all types and sizes during her years in the industry.

Ms. Heller's cross-the-board experience as a strategist, lawyer, and negotiator working with small, midsize, and large companies, across biotech and pharma as well as therapeutic areas, is legendary in an industry known for its savvy dealmakers. She has been the driving force

behind some of the industry's most innovative deals, and she has succeeded in maximizing the value of each transaction she has led.

Whether she is setting strategies, educating, mentoring, or helping others with their career development, Ms. Heller has an intense commitment to achieving excellence.

A highly respected leader, Ms. Heller has a strong ability to help people navigate compli-

DID YOU KNOW?

In the fall, Fran Heller will be teaching a course at Stanford University related to pharmaceutical innovation and business challenges.



cated career decisions and options. She lends her talents and insights to developing the next generation of biotech business development executives. She does this informally for many co-workers, colleagues, and students, and more formally as a mentor to young women through the Healthcare Businesswomen's Association (HBA).

In the last few years at Exelixis, she has been successful in raising more than \$450 million in up-front payments alone through partnerships, and her deals have received the respected Breakthrough Alliance of the Year award by Deloitte Recap in two consecutive years, which is an unprecedented accomplishment in the biotech industry.

Ms. Heller is regularly sought by various groups to speak at industry gatherings. She has an amazing ability to see the forest through the trees and she is always highly professional and graceful, but her most endearing quality is her terrific sense of humor, which makes her approachable and likeable.

Taking time to give back, Ms. Heller helps

INSIGHTFUL. GRACEFUL.

NAME: Fran Heller

CURRENT POSITION: Executive VP, Business Development, Exelixis

DATE AND PLACE OF BIRTH: September 1968; Tampa, Fla.

EDUCATION: J.D., Golden Gate University School of Law, 1998; M.A., Biology, American University, 1991; B.S., Biology, Tulane University, 1988

FIRST JOB: Cashier at a local grocery store


FIRST INDUSTRY-RELATED JOB: Intellectual property and licensing specialist, Celtrix Pharmaceuticals

ALTERNATIVE PROFESSION: Sustainable gardening

PROFESSIONAL ASSOCIATIONS: Healthcare Businesswomen's Association, California Bar Association

GIVING BACK: Dana Farber Cancer Institute — Pan Mass Challenge; Caring for Carcinoid Foundation (CFCF), a foundation dedicated to carcinoid and related neuroendocrine tumors

AWARDS: Breakthrough Alliance of the Year Award, Deloitte, 2009 and 2010

raise money for cancer research through her annual participation in the Dana Farber Cancer Institute's Pan Mass Challenge bicycle race and her advisory role at Caring for Carcinoid Foundation. 



Philip Roy PRIEST

LEADING THE CHAIN OF COMMAND

PASSIONATE. COMMITTED.

NAME: Philip Priest

CURRENT POSITION: VP and Site Director, GlaxoSmithKline, Zebulon, N.C., site

DATE AND PLACE OF BIRTH: October 1963; Scunthorpe, England

EDUCATION: CEI Part II Chemical Engineering, Humberside College

FIRST JOB: Laboratory analyst trainee, Nypro UK Ltd.

FIRST INDUSTRY-RELATED JOB: Planning manager for aerosols supply chain, Speke

PROFESSIONAL MENTORS: Peter Bains, international commercial business, GSK; and David Pulman, president, GSK Global Manufacturing Supply

GIVING BACK: Tammy Lynn Center, Raleigh, N.C.

CONNECTED VIA: LinkedIn

AWARDS: European Supply Chain Excellence Award for the Process Industries; Three GSK Presidential Roll of Honor Awards

John Quincy Adams once said, "If your actions inspire others to dream more, learn more, do more, and become more, you are a leader." This is how colleagues describe Phil Priest, who in January 2010, joined GlaxoSmithKline's global manufacturing Zebulon site team.

Mr. Priest is accountable for the efficient, safe, and compliant operation of GSK's Zebulon, N.C., site, which supplies products supporting more than \$6 billion in sales.

Mr. Priest takes pride in being part of a sea change, and he says leading the development of a strategy for GSK's manufacturing division and seeing the process unfold are career highlights.

Before taking on his current role as VP and site director at GSK, Mr. Priest held a series of positions with increasing responsibility in logistics, including several months as acting head of global logistics, logistics director for international, director of supply chain services, supply chain continuous improvement manager, and planning manager for metered-dose inhalers.

Philip Priest uses his Lean Sigma expertise to help guide his decisions affecting the supply chain and global logistics at one of GSK's biggest sites.



DID YOU KNOW?

Phil Priest once played squash with the world's No. 3 player and was the server; then he didn't get another point in the game.





Duncan Shaw balances bringing clinical trials to patients with raising awareness about the needs of others.

LOGICAL. CREATIVE.

NAME: Duncan Shaw
CURRENT POSITION: Account Director, MediciGlobal
DATE AND PLACE OF BIRTH: Nov. 12, 1972; Jersey, U.K.
EDUCATION: B.Sc., Mathematics with Statistics
FIRST JOB: Sales for a cleaning company
FIRST INDUSTRY-RELATED JOB: A journal publishing editor, Harcourt Brace
ALTERNATIVE PROFESSION: Journalist or writer
PROFESSIONAL MENTORS: Jane Nichols, Marianne MacDonald, Claire Green, Liz Moench
GIVING BACK: Cancer Research UK
CONNECTED VIA: Facebook, Twitter, LinkedIn
TWITTER ADDRESS: Duncs76
WORDS TO LIVE BY: Credit where credit's due

DID YOU KNOW?

Duncan Shaw was one of the founding members of a softball team — the OddSox — 12 years ago, which he is now the captain of and manages.



Mr. Priest says leading the implementation of the agile operating model for global manufacturing for GlaxoSmithKline has been one of his most challenging and exciting assignments to date.

Mr. Priest joined GSK in 1999 from the chemical company Albright and Wilson, where he was head of business services.

Members of the solid dose team led by Mr. Priest say not only are they challenged to dream more, but the entire solid dose team is challenged to do more.

Mr. Priest is committed to leading by example, and he has been found on the shop floor working on the line side by side with production staff to motivate and encourage the members of his team.

Mr. Priest fosters collaboration and feedback, and those under his leadership know that no idea goes unnoticed, which leads to the development of future leaders throughout the division.

He continues to drive excellence at the Zebulon site, and Mr. Priest inspires others throughout the company through his actions each and every day. **PV**



Whether Duncan Shaw is managing all stages of a patient recruitment and retention plan for clinical trials or climbing the peaks of Kilimanjaro, he is all about the adventure.

He balances his work in bringing clinical trials to patients with raising awareness about the extreme needs of others.

In September 2010, MediciGlobal's account director, Europe, took his tuk tuk off-road on a two-week journey across India to raise money for two charities. The previous year took him to Kilimanjaro, to raise funds for cancer research. The Kilimanjaro trip was a personal quest as well; earlier that year his father died after bravely battling pancreatic cancer.

Mr. Shaw's extreme charity events have taken him into emerging markets for clinical trials, giving him valuable insights into cultures as he ventures into rural areas that few visitors get a chance to explore. Last year, he also took on the U.K. Three Peaks Challenge for Cancer Research, climbing the highest mountains in Scotland, England, and Wales within 24 hours — Ben Nevis, Scafell Pike, and Snowdon. The journey also included driving 475 miles.

MediciGlobal team members actively fol-

low Mr. Shaw's cause-related activities and are inspired by his adrenaline-inducing adventures, which include skydiving for Alzheimer's, riding in MS bike tours, and running for cancer research.

His fellow colleagues won't have to wait long to vicariously share once again in Mr. Shaw's charity adventures, as he is currently preparing for a 24-hour/60-mile walk along the South Downs in England for Oxfam and the Gurkhas, and he has applied for the 2012 London Marathon.

His 14 years of health marketing and scientific and medical publishing experience enable him to develop innovative strategies to reach and inform patients about clinical trials. Mr. Shaw's strengths lie in writing and presentation skills. He has a good eye for detail and being both logical and creative, he is equally comfortable writing a press release or reviewing a creative design as he is analyzing a protocol.

Noted for being a team player, he is adept at developing strong and effective working relationships with colleagues, clients and KOLs, and delivering compelling communications. **PV**



Jim **MERCANTE** • BENDING THE CURVE



Time and again, Jim Mercante has chosen to leave his comfort zone to learn, grow, and run a business in a way that honors customers, employees, and the work itself.

It all began when he decided to leave his Delaware home and a comfortable job in information technology at DuPont to join a startup salesforce automation (SFA) company of about 40 people in Atlanta.

His first desk was in the hall, and his first job was to build the customer services group.

One of his toughest assignments was sales, a job he had never done. He spent 13 years at the company, which was ultimately sold to IMS. During this time, he helped grow the organization to 1,500 people and \$250 million in revenue.

The guy from Wilmington kept going in new directions, traveling throughout the world, learning to manage and build teams, and thriving in an entrepreneurial environment.

Mr. Mercante became VP and general manager, North America, for all sales, marketing, and service at IMS. It was at this time that Mr. Mercante met Steve Gerard, who was strong on sales operations, data, and analytics.

In 2001, Mr. Mercante left IMS and became a consultant, and two years later Mr.

Gerard invited him to lunch in Princeton, N.J., where they worked out a back-of-the-napkin consulting plan for Mr. Mercante to develop benchmarks for SFA and data warehousing.

The relationship clicked, and at the fledgling firm's Christmas party, Mr. Gerard handed Mr. Mercante a gift: a set of business cards imprinted with Mr. Mercante's name as partner.

The partners started out driving up and down New Jersey's highways, pitching a brand new idea to anyone in the pharmaceutical business who would meet with them: "What if you could answer the question, 'How do other pharmaceutical companies do it?'" Enough of the people they met with wanted an answer to that question, and the business took off.

The partners worked day and night, desks back to back, and business soared. While Mr. Gerard excelled in sales, marketing, numbers, and analytics, Mr. Mercante's strengths were process, procedures, and flow charts. He built the infrastructure, training, and documentation side, sharing in presentations and outreach.

The defining moment for the two partners came when the company achieved \$1 million in revenue, then \$5 million, and now \$10 million.

Now that TGaS Advisors is well-established, working with the top 10 and majority of the top 50 pharmaceutical companies with operations in the U.S. market, Mr. Mercante continues to branch out, helping build new solutions and developing new business in the United States and globally.

Mr. Mercante, senior VP, innovations, at TGaS Advisors, has been published in various industry and technology publications. Additionally, he has been asked to deliver presentations at pharmaceutical industry conferences, technology trade shows, and the Siebel Users Conference. **PV**

Getting Personal with **JIM MERCANTE**



FAMILY: Wife of 35 years, Barbara; daughter, Beth

HOBBIES: Family, golfing, reading, exercising

READING LIST: Winston Churchill, John Kennedy, Robert Kennedy biographies; works by Aristotle, Plato, Virgil, Julius Caesar, Thomas Aquinas, Ayn Rand, Thomas Friedman, Fareed Zakaria, Jane Jacobs; Pat Lencioni, Steve Farber, Jim Collins, Ram Charan; and Sherlock Holmes, Harry Potter, and The Millennium Trilogy

FAVORITE BOOK: Atlas Shrugged by Ayn Rand

FAVORITE MOVIE: The Adventures of Robin Hood

BUCKET LIST: Visit Australia; play golf at St. Andrews; take trans-Canadian railroad from Nova Scotia to Vancouver; spend an entire spring in Paris; learn Italian; learn how to play piano

INSPIRED BY: Wife and daughter

CONNECTED VIA: Facebook, LinkedIn

FAVORITE SMARTPHONE APP: Google Maps

MOST UNUSUAL PLACES VISITED: The Cotswolds, U.K., and the concentration camp at Dachau

LIFE LESSONS: Maintain perspective by looking in the mirror whenever things go poorly (self-accountability) and looking through the window whenever things go well (acknowledge the contributions of others)

UNDER THE CLOAK OF INVISIBILITY: Judges' chambers, U.S. Supreme Court, during deliberations

TIME TRAVEL: Back to the war room bunker of 10 Downing Street, London, to observe Churchill in action during the blitz in 1941; Future: the year 2525 (song by Zager and Evans) to see if the human race has figured out how to live together in ecological and global harmony

Mike REA

IN THE RIGHT PLACE

With countless interests and bounds of enthusiasm, Mike Rea enjoys a wide range of hobbies. He loves cycling, both mountain biking and road cycling. In 2010, he completed a 24-hour London-to-Paris ride for charity. He plays guitar, he claims badly, although his bottleneck blues guitar is okay; he even owns his own record label — ostensibly a business, though with little payback. He also enjoys track driving and cooking.

But he'd be loath to attempt any of these pursuits professionally, saying that given his level of capability, he'd be in trouble. While he's a good track driver, thousands are better, and same goes for his cooking.

Perhaps if life had taken a different course he might have been a high-level soccer goalkeeper; he made a decent linebacker while at university.

All in all, though, he is very glad he chose the pharmaceutical industry.

And Mr. Rea found his niche as principal ideator of IDEA Pharma, which is helping companies get product design right at the Phase II stage.

Mr. Rea is a mentor to his staff and colleagues. While IDEA Pharma doesn't have a hierarchy, everyone reports to him, so once a month he sits down with team members and talks one on one about how they can become who they want to be.

It's important to him because he believes in the concept of mastery — find out what



Mike Rea, Principal Ideator, at IDEA Pharma, has found his niche: helping companies get product design right at Phase II.

you're genuinely great at, and master it. It is alien to the way much of the industry operates, which is to keep moving people up and into roles they're not suited for or masters of.

Mr. Rea believes that if IDEA Pharma can become a group of people who are all masters of their specialty, and then deploy that team so it is even better than the sum of its parts, everyone wins.

As someone who has an ability to tackle a problem from a different angle, he draws inspiration from others who think differently or help to illuminate ideas. Steve Jobs inspires him for his steady, and very passionate, pursuit of the non-obvious. Authors Steven Pinker, Steven Johnson, and Stephen Jay Gould inspire him for their ability to seemingly read everything, then throw it together in an illuminating and highly readable way. He also enjoys the work of surgeon and writer Atul Gawande, who is now also an advisor to the World Health Organization, about saving lives during surgery, because of his use of evidence, logic, and the steady pursuit of "better" to achieve those goals.

Personally, Mr. Rea is inspired by his wife for her quiet support of the risky move he has made by his son, Michael, who at age 12 was asked to guest on guitar for a U.S. band called Centromatic at a festival in Barcelona; and his daughter for her irrepressible self-confidence. **PV**

Getting Personal with

MIKE REA



FAMILY: Wife, Clare; children, Michael, 15, and Imogen, 13

HOBBIES: Cycling; playing guitar; music, including owning a record label; track driving; cooking

READING LIST: *The Most Human Human: What Talking with Computers Teaches Us About What It Means to Be Alive* by Brian Christian

FAVORITE BOOKS: *The Blank Slate: The Modern Denial of Human Nature* by Steven Pinker; *A Fan's Notes* by Frederick Exley; *The Colour of Light* by William Goldman; and *Indignation* by Philip Roth

FAVORITE MOVIES: *Toy Story 2*, *The Godfather 2*, *My Cousin Vinny*, *Midnight Run*, *Camille Claudel*, and *Cyrano de Bergerac*

BUCKET LIST: A trip to Vietnam; another visit to the Nürburgring, a motorsports complex in Germany; and a long-in-the-planning road trip with his son across the U.S. when he turns 17

INSPIRED BY: Wife, son, daughter, Steve Jobs, Steven Pinker, Steven Johnson, Stephen Jay Gould, and Atul Gawande

CONNECTED VIA: Facebook, Twitter

TWITTER ADDRESS: ideapharma (and medicalfuture for the record label); **FOLLOWS:** anyone with an opinion, who isn't solely retweeting Reuters press releases

FAVORITE SMARTPHONE APP: Hipstamatic

MOST UNUSUAL PLACE VISITED: The Foxhole corner at the Nürburgring

LIFE LESSONS: People who have genuine talent for strategy are rare — employ them when you come across one

UNDER THE CLOAK OF INVISIBILITY: The front of more concerts; at 6'5", he tends to block the view behind him

TIME TRAVEL: Back to early 20th Century New York to absorb the sense of possibility at a macro and individual level

Mario NACINOVICH

HEALTH CONNECTED

Healthcare is deeply ingrained in Mario Nacinovich's life. He has worked in the field since he was 16, working in a private pharmacy throughout high school and college, initially behind the candy counter and progressing to the role of a pharmacy technician and manager.

But his love of media is also apparent in some of his other early jobs, also working while at school and college as a photographer's assistant and later as videographer's assistant. And in 1993, he was a radio reporter on Capitol Hill. His passion for getting involved was also in evidence early on, working for the lobby group U.S. Term Limits.

During the course of his professional career, Mr. Nacinovich has enjoyed success in sales and marketing at Merck. At inVentiv, he developed his consultative approach strategic thinking capabilities, and his vision of how a medical communications company could truly become a partner with client companies and this came to the fore when in 2001, Regan Campbell Ward McCann tapped him and a partner to start Fission Communications just as the dust was settling after the tragedy of 9/11. Today, Mr. Nacinovich continues to build on his experience and capabilities as the managing director of AXON, where he is rapidly expanding the firm's footprint in the United States.



Mario Nacinovich, Managing Director of AXON, provides mentorship and guidance to help up-and-coming team members shape their careers.

Today in addition to his role at AXON, Mr. Nacinovich is living another dream, being a professor. After facilitating six graduate courses, he has been given his first oppor-

tunity to teach — Ethical Issues in Medicine and Public Health Communication at Boston University.

This is above and beyond the role he has



Neil Weisman, Executive VP at Blue Chip Healthcare, never loses his optimism about recruiting patients.

Neil WEISMAN

In less than 10 years, Neil Weisman advanced from account coordinator to executive VP at Blue Chip Healthcare Marketing.

But the journey wasn't always easy. Throughout his career, he was forced to develop leadership habits and communication skills that demonstrated to more senior leaders that his age was a non-issue, and that he deserved respect as an equal. Consequently, Mr. Weisman mentors younger professionals to help them earn the respect of their peers.

While some sponsors view patient recruitment as a necessary evil, Mr. Weisman never loses his optimism about recruiting patients in a timely and cost-effective manner. Because he is creative and innovative, the greater the challenge, the more motivated he is. He enjoys

working on projects where the inclusion and exclusion criteria for a study are so daunting that most people would not even respond to the RFP.


A key example of this came in mid-December 2009 when his team was awarded a large, high-profile clinical trial. Their role was to identify and recruit 5,000 patients. The project needed to go live in early January 2010. So in four weeks, and over the holidays, they had to develop all creative elements, including concept development and testing, TV production, interactive banner ads, a website, collateral, etc., all online and phone screening elements, site training materials, secure all regulatory approvals, and plan and place multiple media executions in more than 85 U.S. and Canadian



served since 2008, as the first editor-in-chief for the Journal of Communication in Healthcare, a professional journal publishing peer-reviewed articles on how to improve communication in all aspects of healthcare delivery, health promotion, and healthcare business. Mr. Nacinovich's advocacy and success make him a driving force in the life-sciences industry today and he will help to shape its future.

He has been an inspiration to others, always willing to provide support, suggestions, and guidance when needed.

Mr. Nacinovich's advocacy and success make him a driving force in the life-sciences industry today and he will help to shape its future.

Giving back is important for Mr. Nacinovich who, with his family, supports the American Cancer Society Relay For Life with a goal of seeing an end to cancer. The relay gives him and his family the opportunity to celebrate the lives of those who have battled cancer, remember loved ones lost, and support the American Cancer Society's lifesaving mission by fighting back against a disease that has already taken too much. 

Getting Personal with MARIO NACINOVICH



FAMILY: Wife, Antoinette (Occhiogrossi) Nacinovich; children: Elaina Lauren, 11, and Juliana Lynne, 9

HOBBIES: Cooking and grilling, reading, writing, tweeting, coaching his daughters' basketball teams, and traveling

READING LIST: Dare to Dream: Stories of 16 People Who Became Somebody by William O'Malley, S.J.; Communication in Healthcare Settings: Policy, Participation and New Technologies by Alison Pilnick, Jon Hindmarsh, and Virginia Teas Gill, and From Birth to Death and Bench to Clinic: The Hastings Center Bioethics Briefing Book for Journalists, Policymakers, and Campaigns

FAVORITE BOOK: Freedom to Learn by Carl Rogers

FAVORITE MOVIE: Gladiator

BUCKET LIST: Write two books on the lives of his grandfathers, reflecting their experiences in World War II — one as an American soldier in the South Pacific, the other as a prisoner of war in a German concentration camp

INSPIRED BY: His daughters

CONNECTED VIA: Facebook, LinkedIn, and Twitter

TWITTER ADDRESS: @nacinovich; **FOLLOWS:** @NATIONALPR, John Mack @pharmaguy, Steve Woodruff @swoodruff, and Andrew Spong @andrewspong, Kelley Connors @kelconnors, Kevin Kruse @KevinKruse, Christiane Truelove @ChristianeTrue, Kurt Mueller @roskadigital, Jonathan Richman @jonmrch, and Marian Cutler @MarianCutler, Larry Yu @Larry_Y, Brian Adkins @marathonbrian, and Boston University friend and mentor Professor Steve Quigley @stevequigley

FAVORITE SMARTPHONE APPS: Twitter and LinkedIn

MOST UNUSUAL PLACES VISITED: Mystery Castle, South Mountain, Phoenix, Ariz., and Rosemary's Texas Taco restaurant, Patterson, N.Y.

LIFE LESSONS: All you can do is all you can do — Maqsood "Mark" Khan

UNDER THE CLOAK OF INVISIBILITY: The White House Situation Room, the Vatican Archives, and Area 51

TIME TRAVEL: Back to ancient Rome

TAKING ON THE CHALLENGE


markets. This volume of work typically takes nine or 10 weeks. Mr. Weisman's role was to lead the team and ensure that the entire program went live without a hitch. Not only did the team come together and meet all of the timelines, but the project was executed flawlessly and the results were spectacular.

Just as there are highlights, there are also embarrassing or funny moments. At Mr. Weisman's first major sponsor bid defense, about 30 people crammed into a small conference room due to construction. The room was very warm, and he could see every single movement made. While Mr. Weisman was presenting, the gentleman sitting across from him (a senior officer) not only fell asleep with his eyes slightly open, but he was also snoring. This was about

as rattling as anything he'd ever experienced professionally. But Mr. Weisman's team still won the business.

As someone who is committed to innovation, Mr. Weisman worries about the fact that when a product goes generic it will likely lose 75% of its market share in one quarter. When coupled with the fact that regulatory bodies are requiring more data than ever before, it greatly limits the potential earning power of new medicines.

He says this not only will cause pharmaceutical companies to take a hit, but the end user will also be impacted.

He is a thought leader, with monthly by-lines published in an industry newsletter and contributions to healthcare publications. 

Getting Personal with NEIL WEISMAN



FAMILY: Wife, Daniella; daughter, Allegra, 6 months

HOBBIES: Traveling, cooking, sports, music

FAVORITE BOOK: Cat's Cradle by Kurt Vonnegut

FAVORITE MOVIE: Fletch

BUCKET LIST: Live and work in Brazil; attend a World Cup final; play a round of golf at Valderrama (Andalucia, Spain); be a contestant on the Price is Right (play Plinko!)

INSPIRED BY: Leaders who command respect and attention, yet keep everyone relaxed, motivated, and positive

CONNECTED VIA: Facebook, Twitter, LinkedIn

FAVORITE SMARTPHONE APP: Rhapsody

MOST UNUSUAL PLACE VISITED: Petra, Jordan

LIFE LESSONS: People work better with people they know and like

Getting Personal with

DR. RYAN SAADI**FAMILY:** Wife, Judy; daughter, Emily**HOBBIES:** Reading, gardening**FAVORITE BOOKS:** War and Peace by Leo Tolstoy; The Old Man and the Sea by Ernest Hemingway; Little House on the Prairie by Laura Ingalls Wilder; The DaVinci Code by Dan Brown**FAVORITE MOVIE:** Invictus**INSPIRED BY:** Gandhi**CONNECTED VIA:** LinkedIn**FAVORITE SMARTPHONE APP:** The Daily Show with Jon Stewart**LIFE LESSONS:** Believe in your intuition**TIME TRAVEL:** Back to his childhood; future to his daughter's adulthood

As Worldwide VP, Health Economics, Reimbursement and Strategic Pricing at Cordis Corp., a J&J company, Dr. Ryan Saadi oversees market access and reimbursement strategies.

Dr. Ryan SAADI

EXPERT ACROSS THE HEALTH CONTINUUM

For the past 17 years, Ryan Saadi, M.D., MPH, has held leadership positions in hospital administration, managed care, and the pharmaceutical, biotechnology, and medical-device industries.

Within his current position as worldwide VP, health economics, reimbursement and strategic pricing at Cordis Corp., a Johnson & Johnson company, Dr. Saadi's responsibilities include establishing pricing to reflect product value, assessing business opportunities and, above all, developing reimbursement strategies and programs to ensure successful market access. He is also currently a voting member of MEDCAC, which reports to the Secretary of the Department of Health and Human Services, and provides technical advice to assist the Centers for Medicare and Medicaid Services (CMS) in determining reasonable and necessary uses of medical services and technologies.


Over the past 11 years, Dr. Saadi has held senior positions, developing a foundational understanding of health economics and outcomes research, as well as global reimbursement and pricing pertaining to pharmaceuticals, biotechnology, and medical devices.

Before joining Cordis in 2008, he was VP of global health outcomes and strategic pricing at Genzyme. While there Dr. Saadi built a team with the responsibility to articulate product value, establish global pricing, ensure local reimbursement and evaluate new product acquisitions.

While at Genzyme, as well as during his time at Sanofi-Aventis and Knoll Pharmaceuticals, Dr. Saadi was closely involved in global research-based activities, including designing Phase III trials, and health economics and outcomes studies. In all positions, his strong interpersonal skills contributed to successful negotiations and interactions with various internal, private, and government stakeholders. As part of his global efforts, he implemented a novel approach in developing sales-force tools, using health economic and clinical data, to support marketing activities for several blockbuster products. Activities such as these have demonstrated his ability to combine his scientific and analytical skills with a good understanding of commercialization opportunities.

Before joining the pharmaceutical indus-

try, Dr. Saadi gained experience in the payer environment by working in senior leadership positions for different managed care organizations, including Aetna, Prudential Health Care, Americhoice, and Multiplan. Within these positions he was involved in the process of formulary decision-making, the development of disease management programs, and the supervision of plan accreditation. He also had central responsibility for quality management; within this role Dr. Saadi designed, implemented, and led numerous research studies and initiatives targeted to quality assurance of the physician and hospital networks.

During Dr. Saadi's managed care roles he drew on his experience in hospital administration, where he supervised the department of epidemiology, public health, and medical care coordination at Churchill Hospital in Nevada. In this role, he developed and implemented quality improvement initiatives, including performance evaluation of new services and technologies, the development of critical care pathways for acute and chronic conditions, and JCAHO accreditation support. During this time he also established disease management programs involving practice and prevention guidelines, outcomes analysis, and compliance monitoring, which are still in practice in several healthcare facilities within the Lutheran health system (Banner Health). 

Mark WILLMANN

A SYNTHESIS OF MINDS

The key to understanding Mark Willmann's motivating presence and significant contribution at Torre Lazur Healthcare Group (TLHG) can be found in the word integration in his company title: senior VP, director of scientific integration.

At its best, integration is the intermixing of elements previously segregated. This is Mr. Willmann's mission in life: to ensure that any and all disparate elements or distanced parties seek their best to find alignment. His approach works because he does not ask the question, can this work? Instead Mr. Willmann seeks to determine, how could this work? He leads and inspires others to think deeper and more creatively on how to bridge apparent gaps for many issues: scientific elements, scientific versus promotional goals, tensions between account and creative folks, and fostering interesting and successful solutions for the sometimes large gap between agency and client priorities. Because Mr. Willmann does not dilute the effect or content of the individual elements, his solutions are satisfying and always move things forward. That Mr. Willmann accomplishes this without the slight hint of ego makes him a daily mentor to everyone in the agency. The company's up-and-coming creative talent relishes the opportunity to work with him. Colleagues not only benefit from his brilliance, but also his kind and encouraging nature.

In his role at TLHG, the intelligent and engaging Mr. Willmann wears many hats: medical expert, strategizer, tactician, teacher, and trusted leader. The first half of his career focused on clinical drug development, working for US Bioscience and later Ortho-McNeil. Mr. Willmann took his experience of bringing new drugs to market to the medical



advertising arena, where he has made a profound impact on his organization and how it does business. Indeed, clients have adopted, actually abducted, Mr. Willmann as part of their team. He has become their sounding board, resource, and inspiration. As many colleagues will attest, Mr. Willmann uses his knowledge to tell others what they can do, how to make it better, more sound, more creative.

Mr. Willmann is familiar with and addresses the many challenges facing the industry today. Every product approval is different and each one raises its own set of challenges; past success does not usually indicate how to be successful now. The heightened requirements by regulators for drug approvals and product promotion are helping drive agency innovation. In recent times, TLHG has become a specialist in understanding and handling risk evaluation and mitigation strategies (REMS) for the company's clients. Since early 2010, they have started to not only work on the communication aspects of REMS but also help assess the commercial viability of proposed components for products in the prelaunch phase to ensure uptake versus creating barriers. In Mr. Willmann's career to date there has been a notable challenging assignment. This was to improve the Niaspan clinical story at Kos Pharmaceuticals nearly a decade after launch, without new data, and in a market that was driven by stronger products and bigger budgets.

A problem solver, Mr. Willmann came up with the solution. After interpreting the market environment using primary research and data dredging, he and his colleagues determined a linchpin data point that customers questioned. The data depiction and corre-

Getting Personal with MARK WILLMANN

FAMILY: Wife; three daughters

HOBBIES: Coaching, fishing, body surfing

FAVORITE BOOK: Outliers by Malcolm Gladwell

CONNECTED VIA: LinkedIn

TWITTER ADDRESS: @ScienceEQ

FAVORITE SMARTPHONE APP: Google Maps

MOST UNUSUAL PLACE VISITED: A spice bazaar in Istanbul, Turkey

LIFE LESSONS: Always give the benefit of the doubt


sponding messages were confusing the market and affecting the drug's credibility. By re-analyzing data to highlight a benefit rather than an attribute, Mr. Willmann and his core team repositioned Niaspan to be aligned with market needs.

As evidence of a successful career, Mr. Willmann's dedication has been recognized with two agency awards in his seven years of tenure with TLHG.

With clear professional future aspirations, Mr. Willmann will now apply himself to branding and formally launching a new agency division, TL Quotient, focusing on the synthesis of scientific and customer insights.

While some people will give you the shirt off their back, Mr. Willmann will give you his pants, as evidenced when his creative director lost his luggage on an important pitch day and was loath to wear ripped jeans in front of potential new clients.

Generosity and a sense of humor are just two of Mr. Willmann's notable qualities. Mr. Willmann is someone from whom others can learn, and in turn, can evolve.

His desire to help others goes beyond the corporate walls. For several years, Mr. Willmann has worked with Dr. Susan Goodin at the Cancer Institute of New Jersey to launch NJ Cancer Trial Connect, a Web-based clinical trial matching site that provides patients access to and information about more than 400 cancer clinical trials in more than 40 institutions throughout the state. 

Ahsan AWAN • ALL IN A DAY'S WORK

Getting Personal with AHSAN AWAN



HOBBIES: Sports photography, Hawaiian hula dancing

READING LIST: The Three Laws of Performance by Steve Zaffron and Dave Logan; Ticket to the Limit by Randy Cohen

FAVORITE BOOK: Crime and Punishment by Fyodor Dostoevsky

BUCKET LIST: Learning to fly, sailing across the ocean, dancing at the Merrie Monarch Festival

INSPIRED BY: His father, Dr. Najam Awan; his bosses Dr. Alvin Cheung, Dr. Joe Silva, Hilmer Beckers; his co-workers, Adam Bottie, Brandon Dunmore, and Erica Shima

FAVORITE SMARTPHONE APPS: Facebook and Foursquare

MOST UNUSUAL PLACE VISITED: Hunt Midwest SubTropolis

LIFE LESSONS: Keep your head above water

UNDER THE CLOAK OF INVISIBILITY: The Vatican vaults, the U.S. National Archives, and the NRO

TIME TRAVEL: Future, to Mars and other distant planets at the time of deep space exploration and human arrival

Ahsan Awan does more in a day than most people do in a week. His colleagues actually wonder when he sleeps.

In addition to his current roles as director of the clinical trials division at PharmaLink Inc. and director, health science program development, California Northstate University, he is a sports photographer, owner of a press wire service, and a consultant for private and public companies; he also runs a distribution division for another company and is building a quarter-billion-dollar medical school.

He's a high achiever and an inspiration to all. Some say there's nothing he won't take on; Mr. Awan has even coaxed esteemed thought leaders out of retirement and back to doing what they love.

He is an extraordinary leader, a visionary, and an agent of change in a cutting-edge industry. He transformed a CRO into a leading imaging core lab, he's building a medical education program, and he designed a clinical reverse logistics program to help make R&D



green. He's a true one-of-a-kind force in the industry.

One of his most inspirational characteristics is his compassion. He has helped dozens and dozens of individuals who found themselves with few available resources. Those he has helped say Mr. Awan is the person to go to when someone is in need of an opportunity, a push in a new direction, inspiration, or just someone to listen. He's definitely inspiring, and co-workers don't know what their lives would be like without his influence. **PV**

Kim STRATTON

WORKING TOWARD THE COMMON GOOD



Getting Personal with KIM STRATTON



FAMILY: Married; five children

LIFE LESSONS: Listen to yourself

Anurse by training and a mother of five, Kim Stratton's caring and nurturing character have permeated the work she does at Novartis.

She successfully juggles the responsibilities of a fulfilling professional life and a home. She carries her Australian pride with her; she grew up with kangaroos as pets. This rich and diverse background give Ms. Stratton the uncanny ability to bridge ideas and find a common ground among different people.

Finding a common ground is vital to her role as head of group country management and external affairs, as she is charged with managing a diverse group of stakeholders, including 55 country presidents, regulators, and external stakeholders.

Her successes are numerous. For example, as head of pharma in Portugal, she led the team that was responsible for implementing the Customers First initiative, which focused on customer needs rather than promoting individual brands. By moving to this key account management approach with its largest hospital customer in the area, Novartis was able to better meet the needs of customers and importantly, patients, as well as grow the business.

Most recently under Ms. Stratton's leadership, Novartis signed a memorandum of understanding with the city of St. Petersburg, Russia, for the construction of a new manu-

facturing plant, an integral part of the company's strategy to contribute to better health in the country. Ms. Stratton expertly facilitated discussions between the Russian government and Novartis, discovering a strategic fit for both entities.

Ms. Stratton is inspired by all of the great people she has the opportunity to work with and meet throughout her travels. Working and collaborating with a diverse and talented pool of individuals pushes her to do her very best work.

Since joining Novartis in 1998, Ms. Stratton has held positions of increasing responsibility in the pharmaceuticals division and country organizations. She served as VP, respiratory and dermatology franchise, based in New Jersey, as well as global head of respiratory and dermatology franchise in Basel, Switzerland. She began working for Novartis in the United Kingdom as a sales director, and also held commercial director and chief operating officer positions in the United Kingdom.

Ms. Stratton also held a variety of commercial roles spanning several disease areas prior to joining Novartis. At AstraZeneca, she was head of the U.K. respiratory business unit, and was head of the HIV business unit, and worked in both oncology and cardiovascular as head of marketing at Bristol-Myers Squibb. She started her career in Australia as a sales representative for Glaxo. **PV**



Dr. Timothy **BLOCK** • COMMITTED TO A CAUSE

Timothy Block, Ph.D., wears many hats. He is a professor, microbiology and immunology director at Drexel Institute for Biotechnology

and Virology Research of Drexel University College of Medicine, and the president of Hepatitis B Foundation/Institute for Hepatitis and Virus Research.

For the past two decades, Dr. Block has also volunteered all of his time as the driving force behind the tremendous growth of the Hepatitis B Foundation, the Institute for Virus and Hepatitis Research, the Drexel Institute for Biotechnology and Virology Research and the Pennsylvania Biotechnology Center, directly benefiting millions of hepatitis B sufferers across the globe via research, education, and advocacy.

Significantly, Dr. Block has brought groundbreaking research to Philadelphia and Bucks County, Pa., by spearheading the establishment of HBF and the aforementioned organizations. Dr. Block's vision of creating a world-class research center rooted in human

compassion has propelled the organizations he oversees from local grassroots efforts into professional organizations with a global reach.

In addition to creating state-of-the-art research facilities, Dr. Block oversees programs that directly touch thousands of lives each year. In fact, the HBF is recognized as one of the leading authorities on hepatitis B through its award-winning and comprehensive website at hepb.org; partnerships with the Centers for Disease Control and the National Institutes of Health; free publications that include newsletters, brochures, and educational materials; interactive help lines via telephone and email; and sponsorship of local, national, and international conferences focused on hepatitis B. Dr. Block also worked to establish a summer research internship program, funded in part by Merck & Co.'s West Point Charitable Contributions Committee and the Charles Sigety Family Foundation. The program offers college students opportunities to explore research careers in the foundation's labs under the supervision of senior scientists. Dr. Block has been an adjunct professor at The Wistar Institute of the University of Pennsylvania since 1989; coordinated national and international

Getting Personal with **DR. TIMOTHY BLOCK**



FAMILY: Wife, Joan; children, Peter, 22, Suzanne, 20

READING LIST: New York Times, scholarly journals, biographies about successful scientists and entrepreneurs; John Grisham novels

FAVORITE BOOKS: A Life Decoded by J. Craig Venter; Emperor of all Maladies by S. Mukherjee; The Wisdom of Crowds by James Surowiecki; The Google Story by David Wise

BUCKET LIST: Write a book about starting a research foundation with little money; visit India; write a textbook for virology

MOST UNUSUAL PLACE VISITED: The Erie County Fair, outside Buffalo, N.Y., in 1967

LIFE LESSONS: When starting a long journey, imagine yourself crossing the finish line

meetings focused on hepatitis B; serves on the executive committee of the Early Detection Research Network of the National Cancer Institute, NIH; and serves regularly on NIH study sections. **PV**



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Pam Rattananont **FERRIS** • MAKING A DIFFERENCEGetting Personal with
PAM RATTANANONT FERRIS**FAMILY:** Husband; son, 11 months; parents**HOBBIES:** Eating and traveling**READING LIST:** Children's books for her son**FAVORITE BOOKS:** Oh! The Places You'll Go! by Dr. Seuss; and The Giving Tree by Shel Silverstein**FAVORITE MOVIE:** When Harry Met Sally**BUCKET LIST:** To travel to as many countries and try as many different foods as possible**INSPIRED BY:** Her son**CONNECTED VIA:** Facebook**FAVORITE SMARTPHONE APP:** Facebook**MOST UNUSUAL PLACES VISITED:** Iceland and the Okavango Delta, Botswana**LIFE LESSONS:** In every situation there is a choice and a consequence; sometimes you just have to take a chance and hope for the best**TIME TRAVEL:** Back to the Industrial Revolution, to help design environmentally friendly products

Pam Rattananont Ferris, CEO and managing director, Core Principle Solutions, says one of the industry's biggest challenges is the over-processing and over-complicating of is-

suess. The communal purpose of the industry is to save lives, and to do so companies need to partner with researchers, governments, healthcare professionals, and patients in the most compliant and effective manner possible.

To achieve this goal, Ms. Ferris is using her talents to establish and manage strong grant provider and supporter partner relationships to help ensure delivery of program impact and outcomes. She also believes it's important to align and facilitate medical education initiatives with targeted educational needs and specific audience segments.

Ms. Rattananont Ferris started out in healthcare as a staff associate at John Snow, a public health consulting company. She spent a brief period with Pfizer as a research assistant before returning to the agency side as senior scientific associate with Colwood Healthworld, a medical education company. It was the start of a career dedicated to health education, including tenures with Impact Communications and, more recently, MC Communications.

She joined Millennium Pharmaceuticals in 2007, and at press time, she left to join Core Principle Solutions.

Pam Rattananont Ferris, CEO and Managing Director, Core Principle Solutions, believes it's important to align and facilitate medical education plans with business goals and brand plans.



For Ms. Rattananont Ferris, the industry is about saving lives, and one of the most noteworthy moments during her career was when Millennium's CEO Deborah Dunsire, M.D., stated that the company's vision was: "we aspire to cure cancer." Ms. Rattananont Ferris says she tries to live that statement every day.

When it comes to her colleagues, Ms. Rattananont Ferris believes it's important to be able to share personal and professional experiences to help people capitalize on past successes and learn from not so successful endeavors. Her passion inspires her colleagues and peers alike. **PV**

Sarah **WHARMBY** • CANCER COLLABORATOR

Sarah Wharmby's career in healthcare has seemingly come full circle. She began as a staff nurse in the oncology and AIDS unit at Westminster Hospital and after 15 years with Sanofi Pasteur MSD selling vaccines to primary and secondary care physicians, she is now a key customer manager covering the Dorset, Central South Coast, Peninsula, and Avon Somerset and Wiltshire Cancer Net-

works for Bristol-Myers Squibb.

She says she enjoys working for BMS because of its clear vision for the future direction of its oncology franchise, and it has a pipeline to match its ambition. Of the roles she has had over the years, it is the role of key customer manager (KCM) that she has found most exciting. And while the role is challenging, she relishes the opportunity and is endeavoring to make the most of the opportunities it has afforded, most notably developing and driving the oncology and hematology industry groups, which have improved customer access and collaborative working relationships in the region.

As KCM, Ms. Wharmby is charged with the

Getting Personal with
SARAH WHARMBY**FAMILY:** Married**HOBBIES:** Gardening, bird-watching, wildlife, walking, cycling, reading, golfing**FAVORITE MOVIE:** Some Like It Hot**MOST UNUSUAL PLACE VISITED:** Gaochang Kingdom, Xinjiang province, China**UNDER THE CLOAK OF INVISIBILITY:** Everywhere because it would be free; behind the closed doors of power**TIME TRAVEL:** Back to Biblical times of the New Testament to see what really happened

promotion of Sprycel (dasatinib) for the treatment of chronic myeloid leukemia to relevant clinical stakeholders and the facilitation of funding through the appropriate commissioning of stakeholders. She has identified and developed initiatives to help and increase prescribing, and she is working with stakeholders so that they perceive BMS as a valued partner in the

field of oncology and hematology.

In addition to developing and acting as chair of the South West and Wessex Industry Group (SWWIG), she collaborates with other cancer networks, works with industry and key company stakeholders, and presents at key industry conferences and events. **PV**

Dennis URBANIAK

FOCUSED ON THE FUTURE



Dennis Urbaniak, VP, U.S. Diabetes, Sanofi, is shifting the focus from a product-centric approach to a 360-degree view of the franchise.

In his 17 years at Sanofi, Dennis Urbaniak has made a superlative mark on the organization. Mr. Urbaniak joined the company in 1994,

and has excelled in all of the various positions he has held within Sanofi, including business strategy, marketing, sales operations, and sales management.

One successful project that stands out for Mr. Urbaniak was as lead for the Lovenox brand in the United States.

During his three years leading this team, from April 2005 until April 2008, he drove consistent year-to-year double-digit revenue growth.

As VP, innovation and new customer channels, the position he held until March last year, he was responsible for exploring, testing, and developing new business approaches and technologies to more effectively reach and understand Sanofi's customers and deliver value. He

worked cross-functionally to implement commercial innovations that reflect the evolving needs of the company's customer base.

Today as VP, U.S. diabetes, he is developing a new strategy for the U.S. diabetes franchise, shifting from a product focus to one of a 360-degree partner.

Determined and patient, Mr. Urbaniak can stay focused even when things around him are crazy. And if things don't always work out the first time, he just keeps coming back.

He is highly regarded as a supportive leader who has a passion for people development. He mentors several colleagues both formally and informally. There is give and take in this, he believes, because on the one hand he learns a lot from the people he mentors, and on the other if he can help provide an environment of open discussion, learning, and challenge he might be able to help them find ways to find and fully realize their true potential. And for Mr. Urbaniak, this is very rewarding.

The best mentors, he believes, are those whose passion is evident immediately upon meeting them, regardless of job scope or title. These individuals are the ones who get things done the right way.

Outside of work, Mr. Urbaniak is active in his local church and gives his time to serve as an executive advisor to the Monmouth University School of Science. **PV**

Getting Personal with DENNIS URBANIAK

FAMILY: Wife, Diane; daughters, Kyrstiane, 14, Ashley, 12, Alyssa, 10, Krista, 6, son, Michael, 3

HOBBIES: Family and golf

READING LIST: Herd: How to Change Mass Behaviour by Harnessing Our True Nature by Mark Earls; The Sixth Man by David Baldacci

FAVORITE BOOKS: The Cluetrain Manifesto by Doc Searls; Band of Brothers: E Company, 506th Regiment, 101st Airborne from Normandy to Hitler's Eagle's Nest by Stephen Ambrose

FAVORITE MOVIE: Godfather

BUCKET LIST: See a black sand beach in person at least once, then as much additional new beach time with his family as possible

INSPIRED BY: His father, Tony Hsieh, Zappos

CONNECTED VIA: Twitter, LinkedIn, Facebook

TWITTER ADDRESS: @DUrbaniak; **FOLLOWS:** those involved in all aspects of diabetes, pharma industry people and industry watchers, innovation thought leaders, digital experts

FAVORITE SMARTPHONE APP: ESPN Score Zone

MOST UNUSUAL PLACES VISITED: Australia and Normandy

LIFE LESSONS: Try the things that make you most uncomfortable

UNDER THE CLOAK OF INVISIBILITY: Sit in the dugout during a N.Y. Yankees game or stand on the sidelines at a N.Y. Giants game

TIME TRAVEL: 1923 to see the Yankees win their first World Series

Fran HELLER • DEAL-MAKER PAR EXCELLENCE



As both a lawyer and business development professional, Fran Heller has been responsible for setting strategy and making deals on behalf of both pharma and biotech companies for years. She has led or participated in multiple deals each valued at many hundreds of millions of dollars in revenue.

With her expertise in deal-making, she recognizes that one of the biggest challenges is gaining adequate funding for early-stage companies, especially for new therapeutics.

Ms. Heller has served as executive VP, business development, at Exelixis since August 2008. She is also currently a member of the board of directors at Adimab LLC, an in-

tegrated antibody discovery and optimization platform company. From December 2003 until joining Exelixis, Ms. Heller was head of strategic alliances at Novartis. From 2001 to 2003, Ms. Heller served as VP of corporate development and legal affairs at Signature BioScience, where she oversaw all business development and legal activities.

Between 1998 and 2001, Ms. Heller held positions of increasing responsibility at Celera Genomics, ultimately serving as corporate and intellectual property counsel and head of the legal department.

Ms. Heller is a member of the California state bar and is licensed by the United States Patent and Trademark Office.

Ms. Heller will be teaching in the fall at Stanford and she is also a guest lecturer at several universities, including the University of California, Berkeley's executive education pro-

Getting Personal with FRAN HELLER

HOBBIES: Cycling, surfing, gardening

READING LIST: Ant Hill by E.O. Wilson; The Social Animal: A Story of Love, Character and Achievement by David Brooks; The Three Stages of Amazement by Carol Edgarian; Lit: A Memoir by Mary Karr; Let's Take the Long Way Home by Gail Caldwell; Cutting For Stone by Abraham Verghese

FAVORITE MOVIE: Cinema Paradiso

MOST UNUSUAL PLACE VISITED: Zimbabwe

gram. She also serves on the advisory board of the Tulane School of Science and Engineering, the Biotechnology Industrial Advisory Board, and Biotechnology Steering Committee at Northeastern University. **PV**

Duncan SHAW

ADVENTURES IN LEADERSHIP

Through his charity adventures, Duncan Shaw, Account Director with MediciGlobal, ventures into rural areas that few visitors get a chance to see, which gives him valuable insights into clinical trials.



Getting Personal with **DUNCAN SHAW**

FAMILY: Two younger brothers

HOBBIES: Softball, walking, skiing, traveling, charity adventures, reading, and watching whatever sport is available, especially soccer, cricket, and rugby

READING LIST: Malcolm Gladwell, Carl Hiaasen, Christopher Brookmyre, Boris Akunin, CJ Sansom, Frank Tallis, Christopher Fowler, Philip Kerr, Bill Bryson, Stieg Larsson, and Arnaldur Indridason

FAVORITE BOOK: Middlesex by Jeffrey Eugenides

FAVORITE MOVIE: Jaws

BUCKET LIST: Stand at the top of Everest, climb the highest peaks on the seven continents, trek to the South Pole, visit Machu Picchu and the Great Wall of China, and belting across Southeast Asia in a tuk tuk

FAVORITE SMARTPHONE APPS: FriendStream, Mahjong, and Backgammon

MOST UNUSUAL PLACE VISITED: Iceland

LIFE LESSONS: Go home, have a drink and relax

UNDER THE CLOAK OF INVISIBILITY: The Oval Office

TIME TRAVEL: Back to Wembley Stadium when England won the soccer World Cup in 1966



process, responding to a large number of new business opportunities, at the proposal and bid defense stages, to developing global and country level plans, and working closely with the internal teams and third-party suppliers to ensure their smooth implementation, Mr. Shaw's creativity, passion, and insights are invaluable.

On a tactical level, he is actively involved in writing or editing all materials for the studies under his management, and he lends a hand as an editorial consultant for other studies. Editing and writing come naturally to Mr. Shaw, and one day, if he can find the time, he hopes to write a novel.

Mr. Shaw's creative side shines as well; he has also guided or contributed to the development of logos, concepts, and designs, and the programming of websites and screeners.

In fact, one of his most recent accomplishments was setting up and managing a GP news website in the United Kingdom for Merck. He says the experience was great fun and really rewarding, as he worked with a wonderful team.

Future opportunities include overseeing the expansion of MediciGlobal's U.K./European team over the coming months. He says he looks forward to building on the company's existing ex-U.S. client base.

Mr. Shaw's charity adventures are inspiring to all those who know him. He has climbed

mountains, run marathons, and traveled across countries in less-than-luxurious ways. Mr. Shaw is inspired by people who go out and do something amazing or who simply follow their dreams. When his group was coming down from the summit of Kilimanjaro they passed a guy working his way up the track in a hand-powered wheelchair. He recalls that they had all been feeling pretty pleased with themselves for what they had achieved, but seeing what Chris Waddell, the gentleman in the wheelchair, was doing really put their achievement into perspective.

Having been involved in the industry for almost a decade and a half, Mr. Shaw says one of the greatest opportunities that has presented itself in recent years is the advent of e-marketing and social networking; however, it may also be seen as one of the greatest challenges. Online marketing is far more technically demanding than offline marketing, he says, with tactics such as banner and keyword advertising requiring skills to set up and regular ongoing maintenance. The results have proven that online strategies can be highly effective and deliver an excellent return on investment, but a lack of definitive regulatory direction has meant that many pharmaceutical companies and research agencies are unwilling to commit significant resources. While, Mr. Shaw says "enthusiastic amateurs" can sometimes get decent results from offline advertising, in the online environment there is a clear need for experienced professionals to guide study sponsors through the regulatory minefield and ensure optimum results.

Furthermore, he says one of the defining changes in recent years has been the tightening of restrictions on promotional gifts for healthcare professionals and patients. This has leveled the playing field considerably, and put far greater emphasis on the need for intelligent marketing. He says this has driven marketers to be far more creative in their thinking, and has led to some incredible innovations, particularly online.

In terms of future personal physical challenges, Mr. Shaw likes the idea of standing at the top of Everest or even of completing the seven summits challenge, which entails climbing the highest peaks on the seven continents. He also likes the idea of trekking to the South Pole. In the short term though, he would like to visit Machu Picchu and the Great Wall of China. He will no doubt be found in the near term trekking up trekking up Mount Aconcagua — the highest peak in South America — with a few friends or belting across Southeast Asia in a tuk tuk. **PV**

Jennifer **GOLDSMITH**

FRESH PERSPECTIVE

Jennifer Goldsmith is bright, energetic, and forward-thinking. Her planning skills are meticulous and detailed. Honest, forthright and caring, she is a people person.

Ms. Goldsmith is known for her innovative style and ability to perceptively identify and resolve issues. From team lead, to technical architect, to program manager, her customer-focused management style and vision build sustainable momentum and she channels this into positive results.

Ms. Goldsmith, VP of Veeva Vault, brings a fresh perspective to her role; she believes content management systems are not only a holding ground for documents, but rather a tool for making business decisions and a platform for exchanging information between applications and users.

She has always been ahead of the curve in creating cutting-edge industry solutions, including developing a comprehensive submission management system; seamlessly connecting source area authoring through submission publication, including management of downstream health authority correspondence; and overseeing an XML-driven application for managing the manufacturing bill of material and related content.

Her commitment to client success does not go unrecognized; she is frequently requested to lead project enterprises. Throughout her career, Ms. Goldsmith has had considerable influence on the industry. Serving as the guru of regulated content management, her colleagues say pharma companies hang on her every word.

Ms. Goldsmith's latest initiative, Veeva Vault, aims to provide the first cloud-based content management system designed specifically for the life-sciences industry. It's a project that requires a deep understanding of cus-



tomers requirements, the ability to translate those requirements into a new solution, and the difficult task of educating the industry on cloud computing. Veeva Vault looks like it will be a powerful force to change the pharma industry. To follow Ms. Goldsmith's progress, read her blog.

Ms. Goldsmith understands the difficulties life-sciences companies face when responding to the rate and pace of change, including a shift toward more targeted treatments, global business

and operating models, and changing regulatory requirements worldwide.

Over the last two to three years, pharma companies have had increasing levels of regulatory and OIG scrutiny around all aspects of how they promote their products to customers. This has in turn, she says, created a whole new set of pressures for the brand teams, digital marketing, and the promotional materials operations groups can use. To gain ironclad control of every instance of every promotional asset distributed to customers across every channel, Ms. Goldsmith addresses this complex problem through a content management system, which involves many moving parts and requires new formal processes or tools for document management, digital asset management, promotional materials review or workflow, and content rendering or distribution.

An accomplished professional, Ms. Goldsmith has been at the helm of several successful product and solutions offerings at major companies such as IBM, CSC, and now Veeva.

She provides support, teaches, and mentors company employees to help them be successful. She believes mentoring is critical to developing the next generation of leaders and innovators. She does this by sharing her experiences and knowledge with others in

Getting Personal with **JENNIFER GOLDSMITH**

FAMILY: Husband, Ed; Sons, Jacob and Tucker; Daughter, Maddie

HOBBIES: Reading, creative writing, archeology, art history

READING LIST: Special Topics in Calamity Physics by Marisha Press; The Particular Sadness of Lemon Cake by Aimee Bender; Galore by Michael Crummey; Swamplandia! by Karen Russell; The Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation by Frans Johansson; Predictably Irrational by Dan Ariely; 5 Minds for the Future by Howard Gardner; Out of Our Minds: Learning to be Creative by Ken Robinson

BUCKET LIST: Develop programs to support additional creative arts education in schools; open a bookstore; travel to the Galapagos Islands, Easter Island, Egypt's archeological landmarks

CONNECTED VIA: Facebook, LinkedIn

FAVORITE SMARTPHONE APP: Genius Scan

MOST UNUSUAL PLACE VISITED: Dominica, where she drove into a volcano

LIFE LESSONS: Focus on the things you are passionate about

TIME TRAVEL: Go to the Library at Alexandria

order to help them more readily navigate their own career paths.

Having received many industry and company awards, it's not surprising that Ms. Goldsmith has the respect and admiration of her colleagues who seek her input and mentorship in business as well as professional development matters. Colleagues say she is a brilliant innovator and change agent within the increasingly complex aspects of regulatory and operations for pharma marketing. Ms. Goldsmith's work at IBM and now her leadership of Veeva Vault will have a major impact on this industry's next chapter. **PV**

Mike Castagna, Pharm.D., is an exceptional individual who motivates others through his clear vision and energetic leadership style. As executive director, immunoscience, at Bristol-Myers Squibb, he leads a team of 110 people in sales and operations and he is responsible for delivering more than \$700 million in sales for the company's RA treatment Orenicia.

His colleagues say he demonstrates exceptional leadership qualities not only in his career but his personal life as well. And he is a master coach, who brings out the best in his people.

Dr. Castagna is not afraid of a challenge and considers building the biosimilar division for Sandoz in the United States, which will provide the foundation for future biosimilar launches, as a career highlight. He is gratified by his team's successful relaunch of the seventh growth hormone brand in the United States, Omnitrope. By hiring an incredible team, partnering with managed care companies, and providing great customer service, Dr. Castagna and his colleagues provided the groundwork to propel Omnitrope to the No. 4 position, all within 24 months.

Another game changing assignment for the "intrapreneur," was leading the fertility division at EMD Serono. In 2005, before his arrival at the company, it had formed an exclusive pharmacy alliance for cash-paying patients, this decision ultimately cost EMD its market leadership and almost 50% of sales. When he took over the team in late 2007, he realized it was going to be difficult to get back to market leadership without breaking the alliance the CEO had formed almost three years earlier. But since most people like to win and breaking the alliance wasn't an option, he assembled a great team who focused on breakthrough ideas to get EMD back to market leadership over the course of the upcoming 24 months. He is proud to say the team achieved this goal on his last day with the company. Dr. Castagna says conceptually, forming the exclusive alliance was a brilliant idea to change the game, but was probably ahead of its time in terms of the healthcare model.

Next on his list to accomplish is building a best-in-class biopharmaceutical division within BMS to ensure the company successfully launches a new SubQ formulation for its lead RA brand Orenicia. The company will be competing against Humira and Enbrel, which have had tremendous success since they launched.

A defining moment for Dr. Castagna was working in the HIV field for more than 10 years at time when five new classes of drugs were introduced and more than 20 brands obtained FDA approval, all of which helped patients prevail over their disease.

Leading and inspiring teams that perform

Dr. Michael Castagna, Executive Director, Immunoscience, Bristol-Myers Squibb, takes a rare moment to relax from his quest to bring the industry's best to patients in need.

Getting Personal with DR. MICHAEL CASTAGNA

FAMILY: Wife, Lydia; daughters, Laura, 5; Rae Rae (Rachel), 3

HOBBIES: Boating, skiing, traveling, and spending time with family

READING LIST: The Power of Less by Leo Babauta; The Speed of Trust by Stephen Covey

FAVORITE BOOK: The Intelligent Investor by Benjamin Graham

FAVORITE MOVIE: Wall Street

BUCKET LIST: See the Egyptian Pyramids, visit Santorini Island, take the planned honeymoon to Italy that didn't happen because of Sept. 11, own a Ferrari, and see the Eagles win a Super Bowl

INSPIRED BY: Warren Buffett, Kevin Trapp, and Steve Jobs

LIFE LESSONS: Don't ever quit a job/company over a bad boss because one of the two of you will move on within a year

FAVORITE SMARTPHONE APP: Angry Birds

MOST UNUSUAL PLACE VISITED: Phuket, Thailand

UNDER THE CLOAK OF INVISIBILITY: Visit Fort Knox

Dr. Michael CASTAGNA

THE INTRAPRENEUR

beyond expectations is one of the keys to Dr. Castagna's success. He believes it's important to give coaching and guidance to others on how they can achieve their personal and professional goals. He adds that mentoring keeps him grounded and helps him realize the challenges and choices people face day to day in an organization.

Dr. Castagna believes there are two immediate challenges that the industry is facing: the patent cliff and the role PBMs play.

He says the patent cliff the industry is facing will not only challenge the branded industry, but will ultimately challenge other third parties, such as wholesalers, pharmacies, PBMs, and generic companies, all of which earn billions of dollars from generics. When the branded patent cliff ends, these third parties will face a different world given they have all been able to ride the generic wave over the last 15 years by driving generic penetration rates from 30% to more than 80%. The lack of large brands going off patent beyond 2015 will cause a fundamental shift in healthcare in terms of how pharmacy/insurance/wholesale companies make money and possibly create a new business model for pharma. With every challenge, he says, there are new opportunities.

PBMs have demonstrated the ability to impact numerous launch curves over the last several years in many disease states through various formulary control tools. They continue to lock down patient/provider choices despite generics making up almost 80% of prescriptions and they don't focus on the other 90% of healthcare costs outside of drug spend. Additionally, their benefit designs are often very complex and not transparent, which creates confusion among pharma, doctors, hospitals, pharmacies, etc. Unfortunately, PBMs continue shifting the costs to consumers, which ultimately causes non-compliance as well as negative perceptions around drug pricing, but Dr. Castagna says the increase in money given away by pharma through copay cards, foundations, managed care discounts, etc., is rarely heard.

For Dr. Castagna, this is a challenge because this ultimately calls into question the value of innovation and whether companies should bring products first to the United States versus other markets. In summary, fewer patients who are able to access a brand due to formulary controls means costs will continue to rise for the remaining few patients who can access the latest and greatest treatments. **PV**



Dr. Henrietta UKWU

A WEALTH OF EXPERIENCE

Henrietta Ukwu, M.D., a physician and infectious diseases expert, joined PPD in 2010 as senior VP and head of global regulatory affairs, bringing more than 18 years of pharma and global regulatory experience to the company. Under her leadership, PPD's global regulatory affairs organization is strengthening its focus on the provision of strategic intelligence and expertise to help its clients navigate today's dynamic regulatory landscape. Before joining PPD, Dr. Ukwu served as VP of global regulatory affairs at Wyeth Pharmaceuticals Inc., now Pfizer, where her responsibilities spanned all therapeutic areas. During her six-year tenure, she led regulatory efforts for vaccines, biologics, and pharmaceuticals in the United States, Canada, Asia Pacific, Latin America, Europe, Middle East, and Africa. Her responsibilities included strategic product development, registration of new drugs and biologics, and ensuring human subject protection for clinical and preclinical development and adherence to rigorous regulatory standards. Before joining Wyeth Pharmaceuticals, Dr. Ukwu spent almost 12 years with Merck & Co., where she was promoted to positions of increasing responsibility, including VP of global regulatory affairs and global regulatory policy.

She is a strong advocate of the medical, scientific, research, and regulatory profession. Dr. Ukwu enjoys sharing her leadership, management, and personal relationship skills; as a result, she has many formal and informal mentees. She is proud to have recruited many individuals into the regulatory profession, many of whom came directly from academic medicine and other scientific fields. Many of her protégés have gone on to assume senior and executive-level positions in the pharmaceutical industry.

Having worked for several of the healthcare industry's best companies, including Merck, Wyeth/Pfizer, and now PPD, Dr. Ukwu took her experiences and published a book that allows her the unique opportunity to share her knowledge. Furthermore, the book provides tools for students in regulatory affairs and new entrants into the industry to facilitate the study and effective application of regulatory affairs.

In addition to writing the book, another highlight of her career includes leading the ef-

fort to gain U.S. regulatory approval of Crixivan, Merck's HIV protease inhibitor, which was approved in 1996. Crixivan is one of a class of compounds that significantly reduced the mortality of HIV/AIDS and introduced a new era for managing this disease.

Since that time, Dr. Ukwu is also proud to have led original regulatory approvals of 14 new drugs and biologics, which have provided significant contributions to humanity, medicine, and science.

Another highlight was transitioning from the pharmaceutical industry to the CRO industry. She joined PPD in 2010 at a critical time, as PPD is shifting the paradigm of transforming operational relationships to more strategic partnerships with industry leaders. This opportunity allowed her to leverage her breadth and depth of knowledge of the pharmaceutical industry and strategic global regulatory experience.

One of the most challenging assignments of her career was leading the entire human therapeutic portfolio of Wyeth Pharmaceuticals as VP, global regulatory affairs, from 2005 to 2008. During this three-year period, eight new products were filed for global regulatory review and approvals.

In the future, Dr. Ukwu would like to give back and undertake a healthcare public service platform in her native country Nigeria that will enable impactful and constructive changes to healthcare delivery and solutions in the country.

Enthusiastic about life, she embraces a spiritual relationship with God, that extends to her medical and research professions, professional teams, family, including her husband, children, parents, siblings, and extended family.

Dr. Ukwu draws inspiration from her husband, Dr. Isaac Ukwu, a chemical engineer and business entrepreneur; her late father, Sir James Ude, who was an accomplished economist, who retired as chairman of the African Continental Bank, and her mother, Lady Theresa, a nurse, homemaker, and "angel." Dr. Ukwu who is the second-oldest of nine children, loves being part of a large closely knit family. **PV**



Getting Personal with **DR. HENRIETTA UKWU**

FAMILY: Husband, Isaac Ukwu, Ph.D.; three children, Victor, Yvonne, and Henry

HOBBIES: Traveling and writing

READING LIST: The Audacity of Hope by Barack Obama

FAVORITE BOOK: The Bible

FAVORITE MOVIE: The Lion King

BUCKET LIST: Write several biographies – her father's and her family's, and to serve in public office, specifically in the healthcare sector in Nigeria

INSPIRED BY: Her late father and her husband

MOST UNUSUAL PLACE VISITED: Thailand

LIFE LESSONS: Why fly as a barn hen when you can soar as an eagle

TIME TRAVEL: Back to the times of the African traditional empires; to the time when Jesus Christ walked the Earth; and forward to travel to the moon

Phil **PRIEST**

LOGISTICAL MASTER



Phil Priest, VP and site director, was recently named the manufacturing leader for the U.S. pharma facility that is part of the

global manufacturing and supply organization of GlaxoSmithKline, a role that he relishes, and he is eager to help make the team successful.

Mr. Priest has extensive experience at all levels of the chemical and pharmaceutical industries from starting his work life on the shop floor, firstly as a lab analyst then a production operator, to setting strategic direction within the manufacturing organization.

He has a significant track record of enabling organizations to deliver benefits of revenue growth, cost reduction, and working capital optimization, mainly accomplishing this by maximizing the ability of people to make things happen.

Recently, he helped develop the radical change of the operating model for the global manufacturing organization and led the global implementation of the model for one of the world's largest pharmaceutical companies that employs 100,000 people globally and operations in 140 countries and annual revenue of almost £22 billion.

He is a leader with vision and is happy to share his insights with those around him to help them succeed. As a mentor, he enjoys helping talented people grow and flourish.

Mr. Priest says one of the biggest challenges facing the industry today is re-establishing trust. He says the industry has to show patients, payers, and legislators that it can be relied on to do the right thing. **PV**

Getting Personal with **PHIL PRIEST**



FAMILY: Wife, Liz; daughters, Zara, 7; and Mollie, 3; son, Elliot, 17

HOBBIES: Soccer

READING LIST: Fever Pitch by Nick Hornby; The Goal by Rudolph Giuliani; Creating a Lean Culture by David Mann; Getting the Right Things Done by Pascal Dennis; Executive by Ram Charan

FAVORITE BOOK: Lord of the Flies by William Golding

Favorite Movies: Raging Bull, Butch Cassidy and the Sundance Kid, The Great Escape, Notting Hill, and Snow White and the Seven Dwarves

BUCKET LIST: Travel down the Amazon River and visit Ayers Rock, Australia

INSPIRED BY: Rudolph Giuliani, Winston Churchill, Margaret Thatcher, and Jack Welsh

FAVORITE SMARTPHONE APP: BBC News

MOST UNUSUAL PLACE VISITED: Nikko Toshogu Koyoen in Japan

LIFE LESSONS: To lead a life fulfilled with enjoyment of his family, work, and friendships. To ensure that through the way he does things he helps others be successful.

UNDER THE CLOAK OF INVISIBILITY: Attend a cabinet meeting of the British government

TIME TRAVEL: Back to Victorian England to see the grandeur of the height of the British Empire

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