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Inspiration...

TRY NOT TO BECOME A MAN OF SUCCESS BUT A MAN OF VALUE. — ALBERT EINSTEIN.

Einstein might have been describing this year's PharmaVOICE 100 honorees. This distinguished group of individuals — men and women — are committed to achieving results that lead to the greater good for their colleagues, their companies, the patients they serve, and their fellow (wo)man.

Every year, we have the distinct honor of showcasing 100 extraordinary leaders, many of them unsung heroes who sit outside the C-suite, although we have plenty of these too. And it is only because of you, our readers, that we have the opportunity to share them with you.

This special publication, now in its eighth year, is truly the feel-good issue of the year and one of the most anticipated. Each year the list of honorees is more diverse and eclectic, which is a reflection of the changing life-sciences landscape and the scope of our readership and reach. (We even received a nomination from a Hollywood A-list.)

Over the past several months, we have had the privilege to get to know this year's PharmaVOICE 100. And I want to thank each of them for taking the time to share their very personal stories with us, which we can now share with you. They certainly demonstrate how passion, integrity, and innovative thinking can move the needle to positively impact health and wellness for millions.

To make the issue easy to navigate, we have divided the honorees into categories that we believe best capture their expertise, which is no easy task as each could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, clinical specialists, researchers and scientists, marketers, creatives, patient advocates, technologists, and mentors.

Please join us in extending warm congratulations to this year's PharmaVOICE 100. Don't forget to check out the exclusive bonus content found only in our digital edition, which can be accessed via the QR code at the end of each profile, or via our website at pharmavoic.com, just click on the PharmaVOICE 100 cover image. We can't wait to see who makes next year's list. Submit your nominations for 2013 now.

Regards,

Taren Grom
Editor

tgrom@pharmavoic.com

Their Word...

DENISE MYSHKO
 Managing Editor



This year's PV 100 honorees are true leaders in the industry; they are admired by their peers as they work tirelessly to address the challenges facing the industry.

ROBIN ROBINSON
 Senior Editor



From the scientists to the marketers, from the entrepreneurs to the mentors, and all of the other fascinating leaders represented in our PV 100 issue, the one common denominator is their singular dedication to improving the world around them.

KIM RIBBINK
 Features Editor



The impact great leaders and mentors have on those they interact with stands out in this year's PharmaVOICE 100; it's apparent that what they give back is far more important than their individual achievements.

COMING ▼ in September

- > Behavioral Marketing
- > E-Patients
- > Diagnostics
- > Sunshine Act
- > Global Product Registration
- > Emerging Market — India
- > C-Suite — Pharmaceutical Companies
- > Showcase Features — Data Management Marketing

