

→ New OPPORTUNITIES

These innovators are challenging the status quo to move the needle.

Adam SHERLOCK Big Ideas, Big Picture



Adam Sherlock has a seemingly innate ability to see the big picture and quickly transform his vision into a viable solution for life-sciences companies.

POSITIVE. PASSIONATE.

NAME: Adam Sherlock

CURRENT POSITION: Director, Strategic Business Development and Marketing, Life Sciences, CSC

DATE AND PLACE OF BIRTH: Nov. 22, 1965; Manchester, England

EDUCATION: Liverpool John Moores; Manchester Metropolitan University

FIRST JOB: Paperboy

FIRST INDUSTRY-RELATED JOB: Regional sales representative, Boots Celltech Diagnostics

ALTERNATIVE PROFESSION: Fly jets in the Airforce

PROFESSIONAL MENTORS: Bruce Morris; Michael Spencer, a former Anderson Consulting partner; Dr. Clive Meanwell, chairman and CEO, The Medicines Company

PROFESSIONAL ASSOCIATIONS: DIA

GIVING BACK: Cancer Research, U.K.; Medicins Sans Frontiers

WORDS TO LIVE BY: Always look on the bright side of life

TWITTER ADDRESS: @Adam_CSC

CONNECTED VIA: Twitter, LinkedIn, and blog at CSC.com/evmpd

Did You Know?

Adam Sherlock won a Ceilidh dancing prize at a charity event.



Nothing is ever impossible for Adam Sherlock, who is always looking to drive improvements and innovative ideas.

Mr. Sherlock had the foresight, more than seven years ago, to identify the need within the pharmaceutical industry to track global regulatory submissions and worked diligently to build a solution.

He was so far ahead of his time that the solution, along with the surrounding concept of regulatory information management, has only recently been embraced by the industry. However, Mr. Sherlock was never discouraged; he had the confidence to know that he was pioneering a new path.

His seemingly innate ability to see the big picture and quickly transform his vision into a viable solution for life-sciences companies is a tribute not only to his deep understanding of this space, but also to his determination to affect change within the industry.

With a vast knowledge of the life-sciences industry and a contagious enthusiasm and passion for his work, Mr. Sherlock has helped many pharmaceutical organizations achieve significant results.

Complementing his industry knowledge is a strong business understanding, which makes him a highly valuable and rare resource.

But it is Mr. Sherlock's very approachable, positive, knowledgeable, and inclusive communication style that separates him from the field. He seizes every opportunity to engage every client and colleague in a partnership.

He nurtures, inspires, and develops very capable teams, and he has been instrumental in mentoring and supporting a number of people in the pharmaceutical industry, who themselves have gone on to develop senior careers. Mr. Sherlock doesn't just build teams, he builds close-knit communities and makes everyone feel valued.

INNOVATIVE. COLLABORATIVE.

NAME: Amir Kalali, M.D.

CURRENT POSITION: VP, CNS, Quintiles Transnational

EDUCATION: M.D., England

CONNECTED VIA: LinkedIn, Twitter



For more than 20 years, Dr. Amir Kalali has dedicated his efforts to promoting and accelerating CNS drug development.

Innately positive, he believes life is too short not to go out and seize it by the scruff of the neck and make the most of every opportunity.


He has an upbeat, enthusiastic view of the world; an open mind; and sees the best side of people and situations.

Mr. Sherlock takes time to inspire others and give something back. No matter what he is doing, whether at work or play, he gives it all his energy, conviction, and commitment.

His staff is motivated and extremely loyal to him because he displays the classic window/mirror trait that all great leaders have. When things are going well, he looks out the window at his staff and gives them the credit. When things are challenging he looks in the mirror and examines himself and what he can do better.

A business development professional down to his bones, Mr. Sherlock thrives on putting together the best combinations of people, technologies, and companies to make novel solutions that move clients' businesses forward. His mission is to play his part in helping CSC successfully execute its vision, which is to enable clients to transform their businesses so they can better compete in the increasingly rapidly changing healthcare ecosystem.

When not making his mark on the life-sciences market, Mr. Sherlock is an international lacrosse referee, a role that takes him around the world judging regional and national competitions.

On a philanthropic level, Mr. Sherlock is a strong supporter of Cancer Research UK, having lost friends and family to the disease. He also supports the World Wildlife Fund and Medicins Sans Frontiers. 



Dr. Amir KALALI

A Bridge Builder

A tireless advocate for scientific precision and intellectual progress, Amir Kalali, M.D., is celebrated for his many contributions to the field of CNS research. He has been instrumental in finding evidence-based techniques to improve the success of trials, while at the same time sharing new technologies that can be applied to the development of drugs for many indications in addition to CNS.

For almost two decades, Dr. Kalali has been at the forefront of neuroscience clinical research. He has been an integral part in the development of many new psychiatric medications and he has touched the lives of thousands of patients.

In his role as VP, CNS, at Quintiles, Dr. Kalali has partnered with clients to find the best methods of assessing the efficacy and safety of new molecules. His goal remains to help shape the future of CNS drug development. His goal remains to help shape the future of CNS drug development.

Long before collaboration was a catchword in the pharmaceutical industry, Dr. Kalali was building bridges between scientists, researchers, professors, and businesses. In the 1990s, when fierce competition sparked distrust and secrecy across rival companies, Dr. Kalali had the foresight to understand that the best way to move forward was through collaboration and not just by simply sharing the rewards, but sharing the risk.

He has spearheaded many initiatives to improve the conduct of clinical trials, including the founding of the International Society for

Did You Know?

Dr. Amir Kalali is dedicated to shaping the future of CNS drug development.



CNS Drug Development (ISCDD) and ISCTM and CNS Summit, which provide platforms for collaboration, as well as a focus on the innovations and emerging technologies that will help propel CNS drug development forward.

Dr. Kalali plays a leading role in bringing together leaders in all areas of CNS drug development to improve the conduct and quality of clinical trials by improving their methodology.

As a leader, he cultivates high competence and he challenges his colleagues to higher standards. He has the very rare talent of connecting people globally with a common interest and spirit and, from this, creating unique opportunities for all parties involved. **PV**



Betsy Lahue has the ability to inspire new ways of thinking to deliver valuable clinical outcomes.

Betsy LAHUE

A League of Her Own

product innovation to include health outcomes and health system cost considerations.

She is driving change in recruiting new talent, helping R&D teams think about product development from a unique angle, and setting a new direction for marketing the clinical and economic value of BD's technologies. It's a role that excites Ms. Lahue and makes her enthusiastic about going to work every day.

Ms. Lahue sees challenges as opportunities to think creatively and to move things forward. One of the biggest challenges, she says, lies in bringing together various industry leaders, government bodies, and healthcare providers to find solutions and design novel pathways to advance health outcomes. This might include creating the "value" rationale for hospital management to justify investment in a new technology, which improves patient outcomes or presenting evidence to a government agency on how to fund diagnostic solutions to achieve public health goals. Applying technical expertise in health economics and market access takes creative persistence and input from multiple perspectives, but Ms. Lahue believes the most critical element is to align interests and help stakeholders to trust each other so the process can be productive.

Her ability to design and execute studies demonstrating the clinical and economic value of products, combined with her experience working in hospitals and public health departments, provides her with a unique and critical perspective on how to convey seminal data to

Did You Know?

Betsy Lahue was an all-star and three-point champion and captain of her high school basketball team.



decision-makers. When this is coupled with her ability to lead collaborative teams and garner the requisite resources to bring her ideas to fruition, the result is a tour-de-force executive.

Ms. Lahue is a rare and much needed force in the life-sciences industry. She has a vision of what it takes to demonstrate value for patients and the healthcare systems around the world that seek to improve outcomes, expand access, and reduce costs. **PV**



PERSISTENT. CREATIVE.

NAME: Betsy Justason Lahue

CURRENT POSITION: Worldwide VP, Health Economics and Outcomes Research, BD (Becton, Dickinson and Company)

DATE AND PLACE OF BIRTH: April 1975; Concord, Mass.

EDUCATION: B.A., chemistry and English, Amherst College; MPH, Boston University School of Public Health

FIRST JOB: Pharmacist's assistant

FIRST INDUSTRY-RELATED JOB: Program evaluation specialist, Massachusetts Department of Public Health

PROFESSIONAL ASSOCIATIONS: ISPOR, HBA

GIVING BACK: NPR; PBS

WORDS TO LIVE BY: Lead, follow, or get out of the way

CONNECTED VIA: LinkedIn

An exceptional and well-rounded leader in the field of health economics and outcomes research (HEOR), Betsy Lahue is a dedicated professional who strives to achieve the highest level of excellence in all that she does. Throughout her career, she has inspired team members and colleagues to execute high-quality outcomes research, and to create innovative solutions to meet business challenges.

Ms. Lahue has a broad knowledge base, spanning retrospective database and prospective observational work, patient registries, regulatory affairs, marketing and pricing strategies, and reimbursement initiatives.

In her current role at BD as VP of health economics and outcomes research, Ms. Lahue is defining the global infrastructure for a new function, building a world-class team, and transforming the way that BD thinks about

Dr. Lee BABISS

Disruptive Innovator

Lee Babiss, Ph.D., likes to convert ideas into actions and tangible outcomes. He also likes to challenge himself and others to develop new ways of looking at complex problems.

He has been innovating for more than 20 years, ever since he joined Glaxo in 1991 as a group leader, based in Research Triangle Park, N.C. There, along with a talented team, Dr. Babiss drove the creation of a new division of personalized healthcare — well before the concept became popular and to kick-start the company's oncology franchise.

He was then challenged to help lead the integration of two large research organizations that led to the creation of GlaxoWellcome. This required his balancing the need to treat everyone in an honest and respectful manner, while meeting specific financial and strategic objectives. While this was a very difficult undertaking, the outcomes surpassed his expectations.

Next at Roche, he proudly led the Nutley organization, and then served as the global head of research, based in Basel. During his tenure at Roche, Dr. Babiss received his first PharmaVOICE 100 honor.

Even with many successes under his belt, Dr. Babiss says the best is yet to come in his current role at PPD as executive VP of global lab services and chief scientific officer. He and his team are working to reinvent the CRO value-chain partnering model by innovating unique ways to combine laboratory services and Phase I offerings with Phase II-IV services, thereby providing clients with end-to-end capabilities. Dr. Babiss is tapping into his team's extensive R&D know-how to gain access to enabling and transformational technologies to meet the growing needs of a client base that is focusing increasingly on CRO partnering.

Considered to be a true innovator by his colleagues, Dr. Babiss is not interested in taking baby steps or making small incremental changes. He challenges himself and his teams to make leaps and to find those disruptive technologies and bold solutions that will make a significant impact on how PPD provides services and value to clients and partners and, ultimately, how the company helps bring important medicines to patients.

He communicates his vision effectively and

Dr. Lee Babiss is committed to changing the status quo and is endeavoring to redefine the CRO partnership model.



DRIVEN. CREATIVE.

NAME: Lee E. Babiss, Ph.D.

CURRENT POSITION: Executive VP, Global Lab Services, and Chief Scientific Officer, PPD

DATE AND PLACE OF BIRTH: Jan. 29, 1956; Brooklyn, N.Y.

EDUCATION: B.A., Clark University (honors); Ph.D., microbiology, Columbia University

FIRST JOB: Nathan's Famous Hot Dogs, Coney Island

FIRST INDUSTRY-RELATED JOB: Group Leader, Glaxo

ALTERNATIVE PROFESSION: Artist, specializing in wood sculpting on the lathe

PROFESSIONAL MENTORS: Les Hudson, Bob Bell and Jim Niedel, Glaxo; Jonathan Knowles, Glaxo and Roche

PROFESSIONAL ASSOCIATIONS: American Society for the Advancement of Science; BayHelix, American Society for Microbiology

GIVING BACK: The United Way

WORDS TO LIVE BY: Work hard, play hard, and have fun

Did You Know?

Dr. Lee Babiss was captain of his college ultimate Frisbee team.



inspires his team to reach lofty goals. Dr. Babiss' achievements at PPD led to his recent promotion to chief scientific officer.

Through Dr. Babiss' leadership, PPD has made an equity investment in X-Chem, a biotech company with an innovative technology platform using DNA-based chemistry, and structured a joint venture with MAB Discovery, a company whose technology platform is based on B-cell PCR and best-in-class therapeutic Mabs.

Dr. Babiss demonstrates his leadership outside PPD as well, often speaking at industry and academic events. Some of the highlights from his recent engagements include the plenary presentation at the 11th Annual World

Vaccine Congress, Washington, D.C., and the 15th Annual Health Industry Reform event, Beijing, China.

He is often asked to provide his expert insights on a number of industry hot topics, including, paradigm shift for big pharma, such as the future outlook for innovation and open communication, resource integration, win-win cooperation, and leap forward developments. Dr. Babiss spoke at the Wharton Business School's program for biotech and pharmaceutical executives, and will speak in October at Revolution, the seventh annual symposium for chief scientific officers focused on drug R&D issues. **PV**





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Marianne EISENMANN

A Scientific Artist

Marianne Eisenmann has the unique ability to bring the rigid world of number crunching and impression calculating to life for her Chandler Chicco team members and clients.

She is educating her colleagues on measurement best practices and her work has been recognized externally for pioneering new ways to measure impact and response. Thanks to Ms. Eisenmann's influence across the Chandler Chicco Companies, measurement is now considered at the earliest stages of designing a program. As a result, the agency's work is smarter, more effective, and distinct.

When engaging with various team members, she really listens to what they are trying to accomplish and proposes approaches that are unique to the challenge, and not template responses.

As a trusted counselor and strategist to many of the world's top pharmaceutical companies where the number of scripts is a key indicator of success, she is helping companies understand that there's more to it than that. She is changing the face of measurement in healthcare communications by helping clients demonstrate ROI in previous immeasurable areas such as stakeholder engagement and influencer outreach, which has helped companies justify programs that really let them connect with their audiences.

There is no one more dedicated to research, and Ms. Eisenmann serves the measurement industry in a variety of capacities, including as a member of the Institute for Public Relations Commission on Measurement and Evaluation.

She is a true visionary and an inspiration to all those who work with her. She is the force behind CCC's communications best practices, reminding team members that success is based on sound research and meaningful outcomes. Specifically, she has set a model for stakeholder targeting that analyzes motivation (behaviors/attitudes); culture (social norms); education (knowledge gaps); and access (receptivity/touchpoints) that has allowed CCC's programs to make greater reach and impact. This model allows the agency to drill beyond the competitive landscape and influencer mapping by identifying the language, themes, and imagery that will drive audiences to act. A recent example of this work came to life with CCC's award-winning public health initiative to educate Americans about COPD. Through Ms.

Did You Know?

Marianne Eisenmann is a permanent resident of Hong Kong; she lived there for 10 years from 1993 to 2002.



Eisenmann's directive research, CCC was able to reach the at-risk population where they were — online, sporting events, employers — via influencers with resonance — “people like me” versus “celebrities” and nonthreatening language. Further, she is known to do so in a cost-effective way with detailed scorecards that demonstrate the actual lives touched by the programs.

Her leadership has created a new standard of measurement for outreach with key stakeholders, which has led to a new form of measurement model — one that received the Silver Merit Award for Measurement by the Institute for Public Relations Jack Felton Golden Ruler Awards and has been nominated and recognized by numerous other industry standards. And above all else, her colleagues say she is an inspiration because of her amazing skills, which earned her recognition as CCC's HBA Rising Star in 2012.

When Ms. Eisenmann isn't busy reengineering measurement models, she volunteers her time at Hudson Guild, a former settlement house for New York's immigrant population and now a community center serving all ages from preschool to elderly. She enjoys helping people at the local/community level through outreach.

Adventurous by nature, Ms. Eisenmann has had some remarkable global experiences, having once visited the highest rice terraces in the world in Longsheng County in Guangxi Zhuang Autonomous Region, China, about 100 kilometers from Guangzhou, where she was welcomed in the local village; Myanmar, where the culture and traditions continue to be observed; Nepal, where she trekked on the Annapurna circuit; and Angkor Wat and the surrounding temples near Siem Reap, Cambodia, where she found it amazing that in the 12th century people so far from mainstream civilization could have even dreamed of building such an enormous and intricate structure.

Ms. Eisenmann lived in Hong Kong for 10 years, where she worked in PR, first for Abbott Asia, a small agency that was bought by Ruder Finn, and later for Edelman, for clients like J&J, GM, Motorola, IBM, and Procter &



Marianne Eisenmann is pioneering new ways to measure the impact and response of communications campaigns.

Gamble. Before moving to Hong Kong, she lived in Beijing, China, for four years, where she worked for the Shangri-La Group on the pre-opening management team of the China World Trade Centre. Leading the PR function, she had a front row seat to the beginning of the 1989 Tiananmen protests, the ensuing period of martial law, and later witnessed the aftermath of government intervention. 

ENERGETIC. RESOURCEFUL.

NAME: Marianne Eisenmann

CURRENT POSITION: Head of Communications Research and Measurement, Chandler Chicco Companies

DATE AND PLACE OF BIRTH: April 1956; Massachusetts

EDUCATION: B.A., St. Lawrence University; MBA, George Washington University

FIRST JOB: Swimming instructor

FIRST INDUSTRY-RELATED JOB: Leading research, insights and measurement at Chandler Chicco Companies

ALTERNATIVE PROFESSION: College professor

PROFESSIONAL ASSOCIATIONS: Institute for Public Relations, Commission on Measurement and Evaluation; Council for Public Relations, Task Force on ROI; International Public Relations Association; United Nations Department of Public Information Advisory Group; International Association for Measurement and Evaluation of Communications US Chapter

AWARDS AND HONORS: HBA Rising Star 2012; 2011 Jack Felton Golden Ruler Award Silver Merit Award for development of the METRIC Model for measuring engagement; AMEC Silver Award for Best Use of Research, Measurement and Evaluation June 2012

GIVING BACK: Hudson Guild

WORDS TO LIVE BY: Don't be afraid to move out of your comfort zone; it is the only way you can really achieve anything really meaningful in life

CONNECTED VIA: Facebook, LinkedIn, Twitter

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Leigh HOUSEHOLDER

Advergirl!



Leigh Householder is an industry social media thought leader and trendsetter and is making significant contributions in new business, strategy, and mentoring.

Leigh Householder is a new breed of innovator — steeped deep in the art of digital community construction and stewardship. Known by many as a data maven, Ms. Householder has built exceptional depth and expertise in the digital space, but it's her overt passion as a problem solver, her dedication, and tireless work ethic that make her a leader.

After taking over as managing director of iQ last year, her team has excelled in every way. Under her leadership, they have developed three technology platforms that are being used by thousands of sales reps and brand managers around the world. She has led in the creation of a robust thought leadership platform with whatsyourdigitaliq.com, and she serves as one of GSW's top point-of-view representatives.

Having had the opportunity to be an early innovator in the trends and technology that are now changing the industry and changing people's lives, she created a social practice and is

Did You Know?

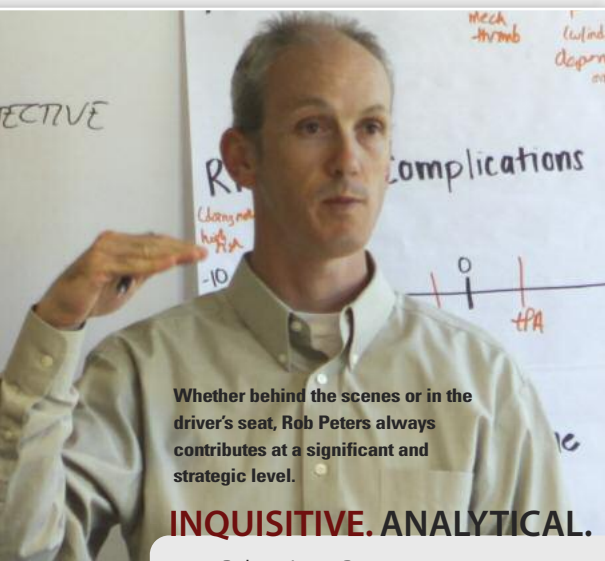
Leigh Householder learned to skydive from the Rev. Jimmy Baker's ex-cell mate.



now helping run an innovation lab. She says the opportunity is a privilege and she is grateful to be able to help drive the change the industry wants to see and experience.

Known online as Advergirl, Ms. Householder has been blogging since 2003. She also subscribes to hundreds of blogs and follows the people the industry calls ePatients. She has read blog posts out loud in board rooms like a preacher at a pulpit. There are still some incredibly happy/proud stories she has found on cystic fibrosis blogs that she cannot retell without welling up.

She relentlessly interviews friends and relatives, reads thousands of tweets, talks to strangers in line at the grocery, devours every new piece of research that comes out, all in the pursuit of finding out how people live and



Whether behind the scenes or in the driver's seat, Rob Peters always contributes at a significant and strategic level.

INQUISITIVE. ANALYTICAL.

NAME: Robert Jason Peters

CURRENT POSITION: VP, Strategy, MicroMass Communications Inc.

DATE AND PLACE OF BIRTH: November 1971; Tampa

EDUCATION: B.S., Georgia Institute of Technology

FIRST JOB: Setting up an aquatic toxicology lab

FIRST INDUSTRY-RELATED JOB: Account manager, small agency

ALTERNATIVE PROFESSION: Professional cyclist

AWARDS AND HONORS: 2011 MicroMass President's Award; 2009 Shining Star Award

CONNECTED VIA: Facebook, LinkedIn

Robert PETERS

Quiet Excellence

The go-to resource for his clients, Rob Peters has a knack for elevating the thought process behind campaigns.

When Mr. Peters talks, clients listen.

Mr. Peters brings a perspective to the creative brief that catalyzes buy-in, and his understanding of the pharmaceutical industry and agency worlds is unsurpassed.

His insights into the mindset of both patients and healthcare providers enable his company, MicroMass, to develop holistic and comprehensive marketing solutions that are cohesive and effective. Mr. Peters gets his insights from constant study of the market, which makes what he recommends tremendously current, relevant, and powerful.

Mr. Peters is both inquisitive and analytical, always looking to learn more and wanting to examine all angles of a situation methodically before making a decision.

He combines compassion for the patient with strong promotional strategy and deep medicine and scientific aptitude.

Whether behind the scenes or in the driver's seat, Mr. Peters always contributes at a significant and strategic level.

Did You Know?

Robert Peters' high school band was in the Orange Bowl Parade and the Rose Bowl parade and made a movie.



A skilled team builder, Mr. Peters is able to extract the best from everyone, but he does so by conducting himself with the utmost integrity without exception and with a relaxed, positive, and calm demeanor amid a very hectic and high-pressured back drop of agency life.

More of a lead-by-example rather than vocal leader, Mr. Peters' actions speak louder than his words. He is jokingly referred to as Encyclopedia Brown, because there's not much that he doesn't know about the pharmaceutical marketing industry.

He is respectful of other's professional opinions and offers a keen sense of what is important and the way in which the industry is going.

Having said that, he recognizes that companies need the courage and foresight to adapt to the quickly changing environment, noting that far too many companies have their head in the sand and want to keep using the same playbook they have for years. **PV**



what influences their choices about health, wealth, and other long-term thinking. She says everyone is endlessly fascinating (don't let anyone tell you differently).



Her social media footprint is wide and deep. She still has a long-abandoned profile on Friendster, which she says is huge in Asia. Currently, her favorites are Instagram, Pinterest, which is she is obsessed with, Facebook, and Delicious.

She is active on Twitter and follows great link sharers — people who are always reading (like she is) and sharing the best of the best that they find. Her current favorites include @kat_b_fisher, @JLDenham, @digiphile, @MDMonseau, @marketingveep, and @DanielPink. She also tracks lots of great healthcare hashtags, including #socpharm, #hcmktg, and #hscm.

One of the most challenging assignments Ms. Householder has shouldered thus far was building an e-commerce website around the

first curve of mass adoption of the social Web. Clients knew how to tell her hundreds of great things about their products, but not one thing that sounded like something people would want to say to one another.

She left advertising for two years to work at a branding agency. She wanted to learn the art of real storytelling — simple compelling truths, delivered in an authentic human voice — because at the core of social media is conversation.

Her pursuit of uncovering the human story is grounded in a guiding principle she learned from her favorite boss, who said: "People tend to support what they help create." She has adopted the phrase as her own because she has found nothing truer than this: authorship is commitment. It's true in everything from building business plans to planning vacations; the sooner people get involved, the farther their support goes. She warns: create in isolation at your own risk.  

ENTHUSIASTIC. CURIOUS.

NAME: Leigh Householder

CURRENT POSITION: VP, Managing Director, iQ, the innovation lab of GSW Worldwide

DATE AND PLACE OF BIRTH: May 24; North Sewickley, Pa.

EDUCATION: B.S., journalism, Ohio University

FIRST JOB: Waitress, coffee counter, family-run diner

FIRST INDUSTRY-RELATED JOB: Media training

ALTERNATIVE PROFESSION: Fundraising for nonprofits

PROFESSIONAL MENTORS: Barbara Silk; Shelley Rubin; Marcee Nelson

PROFESSIONAL ASSOCIATIONS: HBA

AWARDS AND HONORS: AdAge Top Industry Blogs; Adweek 25

GIVING BACK: The arts; public radio

WORDS TO LIVE BY: People tend to support what they help create.

TWITTER ADDRESS: @leighhouse

CONNECTED VIA: Instagram, Pinterest, Facebook, Twitter, Delicious



Did You Know?

Kathleen Castore played college basketball.

Kathleen CASTORE Diversity Champion

Kathleen Castore is helping small and diverse businesses grow and flourish.

Kathleen Castore is a champion for diversity and she has been a driving force within Sanofi to encourage bringing in small and diverse suppliers for the past few years, thereby increasing the company's spend with this unique supplier base. Ms. Castore, who was recently named head, supplier diversity and sustainability, North America procurement governance for Sanofi, has built a solid business case for a practice that was valued but not necessarily codified. In her new role, she will no doubt continue to help small and diverse businesses grow and flourish.

Ms. Castore takes a great sense of pride in that she can in some way impact economic growth, jobs in the communities, and make a difference in people's lives.



Ms. Castore has raised awareness for employ-

ees to get involved in the use of small business, especially within the communities where Sanofi employees live, work, and serve. She recognizes the value of diversity in the supply chain, noting the competitive advantage, innovation, cost-savings, and cycle-time reductions it brings.

Numerous business owners have also reaped benefits through the supplier mentoring initiatives that Ms. Castore has developed and they are reaching new successes because of her good works.

She actively engages in facilitating and developing workshops and is a frequent panelist at various conferences across the country.

She has received many awards for both Sanofi and herself for her work in supplier diversity in the pharma industry, including 2011 Women Impacting Diversity from Diversity Plus Magazine, an honor she is most proud.

She is currently on the board of Diversity Alliance for Science as well as the 2012 auction chairperson, member of the Healthcare Industry Minority Development Group, New Jersey Association of Women Business Owners Corporate Advisory Council, and corporate advisory board for the National Veteran Owned Business Association.  

PASSIONATE. CREATIVE.

NAME: Kathleen Castore

CURRENT POSITION: Head, Supplier Diversity and Sustainability, North America Procurement Governance, Sanofi US

PLACE OF BIRTH: Brooklyn, N.Y.

EDUCATION: B.A., City University of New York; M.A., Seton Hall University

FIRST JOB: Graphics house in SoHo

ALTERNATIVE PROFESSION: Photo journalist, traveling around the world photographing and telling the story for Life magazine

PROFESSIONAL MENTORS: Dr. Donald Lombardi

PROFESSIONAL ASSOCIATIONS: Board of Directors/ Diversity Alliance for Science; Co-Chair 2010-2012 ISM Supplier Diversity Pharmaceutical Forum; NMSDC Healthcare Industry Group/Benchmarking Committee Member; New Jersey Association of Women Business Owners/Corporate Advisory Board; National Veteran-Owned Business Association/Corporate Advisory Council; Pharmaceutical Supply Chain Initiative; Women's President Educational Organization; The National Minority Development Council; Institute for Sustainable Enterprise Executive Roundtable on Sustainable Supply Chains

AWARDS AND HONORS: Women in Power Impacting Diversity 2011 by Diversity Plus magazine; Salute to Women Leaders Award from NJAWBO 2009

GIVING BACK: Red Bank Food Bank

WORDS TO LIVE BY: Strive not to be a success, but rather to be of value — Albert Einstein

Martin VANTRIESTE

Man with a Mission

Martin VanTrieste's mission is to secure the supply chain, and he is committed to providing quality assurance along every step of the way.

Did You Know?

Martin VanTrieste loves to work with his hands doing projects around the house.



DRIVEN. ETHICAL.

NAME: Martin G. VanTrieste, R.Ph.

CURRENT POSITION: Senior VP, Quality, Amgen Inc.

DATE AND PLACE OF BIRTH: Aug. 14, 1960; Lansdale, Pa.

EDUCATION: B.S., pharmacy, Temple University College of Pharmacy

FIRST JOB: Paperboy

FIRST INDUSTRY-RELATED JOB: Pilot plant supervisor

ALTERNATIVE PROFESSION: Teaching

PROFESSIONAL ASSOCIATIONS: Rx-360; Parenteral Drug Association (PDA); PhRMA's Quality Technical Group; Science Advisory Board: Parenteral Drug Association; Product Quality Research Institute (PQRI) Aseptic Processing Work Group; Association for the Advancement of Medical Instruments (AAMI); Advanced Medical Technology Association (AdvaMed)

AWARDS AND HONORS: Parenteral Drug Association Distinguished Service Award; Abbott Value Leadership Award; Abbott Chairman's Award

GIVING BACK: Habitat for Humanity

WORDS TO LIVE BY: Just do it

TWITTER ADDRESS: Rx_360

CONNECTED VIA: LinkedIn, Twitter, Facebook

As senior VP of quality at Amgen, Martin VanTrieste is responsible for all aspects of quality assurance, quality control, compliance, environment, health, and safety. Throughout his career, he has actively pursued the development of better safety measures, supply chain security, and increased quality of drug products to help ensure patient safety.

Charged with the oversight of multiple operational functions, he says one of his most challenging and difficult assignments to date was having to close a facility. Not only is there a ton of work moving products and processes to other facilities, he says there is the human impact these decisions have on employees. Yet, he is encouraged and surprised by the dedica-

tion shown by the impacted employees, who continue to be dedicated, deliver results, and never let product quality suffer.


In addition to his responsibilities leading Amgen's quality organization, Mr. VanTrieste is the passionate founder of the non-profit pharmaceutical supply chain consortium, Rx-360.

Rx-360 brings together manufacturers, suppliers, professional organizations, and regulators to collectively protect and assure the quality of pharmaceutical materials.

Mr. VanTrieste's motivation in forming Rx-360 was to create a highly effective information sharing network that not only secures the supply chain, but also assures the quality of

material throughout the supply chain. His passion and influence have resulted in Rx-360 becoming an international organization that includes more than 70 member companies, including pharmaceutical and biotech companies, auditing firms, and other organizations.

Mr. VanTrieste continues his involvement with Rx-360 as treasurer and an active member of the organization's board of directors. His goal is to make Rx-360 widely successful by protecting the patients the industry serves.

In 2011, through his involvement with Rx-360, he was invited to participate as a witness to the U.S. Senate hearing on securing the supply chain. 



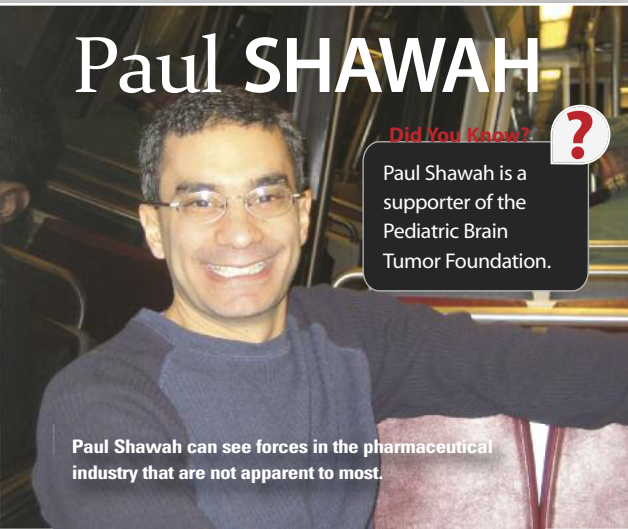
Paul SHAWAH

Did You Know?

Paul Shawah is a supporter of the Pediatric Brain Tumor Foundation.



Paul Shawah can see forces in the pharmaceutical industry that are not apparent to most.



Disruptive Brilliance

Throughout his career, Paul Shawah has driven mobility innovation throughout pharma while at companies such as Siebel, Proscaper, and SAP.

In the late 1990s, Mr. Shawah was one of the earliest product managers at Siebel; he was responsible for bringing mobile capabilities to the company's flagship pharma CRM application.

Recognizing the possibilities of what mobile might hold, Mr. Shawah pushed the envelope to incorporate mobile technology in a CRM product that would enable feedback directly from the field during a physician call. He then took his big ideas on continuous feedback to Proscaper Technologies where he liter-

ally became an evangelist for what is today known as closed loop marketing or CLM.

At Proscaper, Mr. Shawah ignited a movement in the life-sciences industry as he defined his vision for CLM and set out to change the mindset of pharmaceutical marketers and salesforces. While many didn't understand what CLM was or what it could mean for the industry as a whole, Mr. Shawah did.

He remained passionate about his CLM vision and began driving for rapid adoption of CLM strategies and technologies while at Proscaper. In fact, Mr. Shawah was instrumental in many of the industry's first CLM implementations in the United States.

Since then, CLM has grown quickly, maturing into its own industry subsegment. Most

Dr. Dale KUMMERLE

An Educator at Heart

Dale Kummerle, Pharm.D., truly believes in the cause of educating clinicians to help them treat HIV or at a minimum make sure prospective patients get into treatment. In his role as director of medical education at Bristol-Myers Squibb, he takes the time to educate the stakeholders in his organization so they truly understand the value the BMS IME group brings to clinicians and patients. Colleagues say he is the standard-bearer in the medical education field, and few, if any of his industry counterparts, have his passion and commitment to this business and to literally helping patients live better and longer lives.

Dr. Kummerle is currently building a Global Community of Practice for Medical Education at Bristol-Myers Squibb. It is his intent to have the company become a worldwide leader in supporting innovative, high-quality post-graduate medical education that strengthens healthcare professionals' skills and improves patient health.

Dr. Kummerle understands the true value of education and supports some of the more innovative educational initiatives currently being used in CME. He is constantly working not only to provide support for important CME initiatives but also to show the value externally to the entire industry. He is dedicated to his position and is constantly doing research in the area of outcomes and adult learning to stay abreast of the latest models in the field.

He says the industry is increasingly changing and it is doing so quickly, and that many within pharma are slow to react and change is slow to occur. While many companies want to

keep the business-as-usual model, Dr. Kummerle says it is imperative that we, as an industry, embrace the changes occurring in the healthcare environment. Medical education professionals need to determine their new role in working to make healthcare professionals knowledgeable about treatments so that they use them effectively and safely in patients. He believes a focus on education and quality care will help move the industry forward to become a part of the new healthcare landscape, and not a relic of the past.

An educator at heart, he loves to share his knowledge and experience with others, which is why he has gravitated toward positions throughout his career that have education as a significant portion of their responsibilities.

Being people-centric and taking joy in helping other individuals understand, grow, and succeed in the pharma industry, it's no surprise that Dr. Kummerle also serves as a mentor. This year, he is mentoring a Rutgers post-doctorate pharmaceutical industry fellow, an experience that he has found to be rewarding. 

Did You Know?

Dr. Dale Kummerle has been involved with HIV/AIDS causes for more than 20 years.

Dr. Dale Kummerle supports education that he believes will have a positive effect on patient care and he relies on his experience treating/managing patients to ensure that he completes this mission.



PASSIONATE. INNOVATIVE.

NAME: Dale Robert Kummerle, Pharm.D.

CURRENT POSITION: Director, Medical Education, Bristol-Myers Squibb

DATE AND PLACE OF BIRTH: February 1962; Glendora, Calif.

EDUCATION: Pharm.D., University of California, San Francisco, School of Pharmacy

FIRST JOB: Assistant professor, Nova Southeastern University

FIRST INDUSTRY-RELATED JOB: Clinical education manager, Dupont-Merck

ALTERNATIVE PROFESSION: An artist

PROFESSIONAL ASSOCIATIONS: Alliance for Continuing Education in the Health Professions; Global Alliance for Medical Education; Pharmaceutical Alliance for Medical Education

GIVING BACK: HIV/AIDS organizations

WORDS TO LIVE BY: Those who say it cannot be done should not interrupt the people doing it — Chinese Proverb

TWITTER ADDRESS: @theIME_King

CONNECTED VIA: Twitter, LinkedIn

pharmaceutical companies have adopted CLM in one way or another and continue to explore its possibilities as new applications and devices emerge. As Mr. Shawah puts it, CLM was the precursor to today's iPad detailing strategies.

Mr. Shawah says while the early mobile tools he was instrumental in building in the early 2000s are crude by today's standards, the fact that pharma adopted these because of the promise they held was transformative. It made him realize that he could impact the industry and create change.

As VP, CRM strategy, at Veeva, Mr. Shawah has led the unprecedented pace of growth of iRep — the company's cloud-based CRM and CLM solution for the iPad.

Under Mr. Shawah's leadership, Veeva iRep has exploded into more than 80 companies

worldwide with 17 of the industry's 20 largest companies using iRep in at least one country in less than 12 months.

Mr. Shawah's farsighted concept of continuous feedback through mobile devices in this industry has been translated into one of the most pervasive technology products in life-sciences CRM history, and will help ensure the iPad is more than just a pretty face after the initial hype starts to fade.

Essentially, Mr. Shawah had the vision of how to approach the life-sciences industry with a simple-to-use CLM mobile product that wouldn't overwhelm the end user with features but still enable the kind of continuous feedback that can powerfully enhance pharmaceutical marketing and sales for years to come

Mr. Shawah never takes responsibility lightly

COMMITTED. UNASSUMING.

NAME: Paul Shawah

CURRENT POSITION: VP, CRM Strategy, Veeva Systems

DATE AND PLACE OF BIRTH: July 1971; Bridgeport, Conn.


EDUCATION: B.S., chemical engineering, Bucknell University; MBA, Harvard Business School

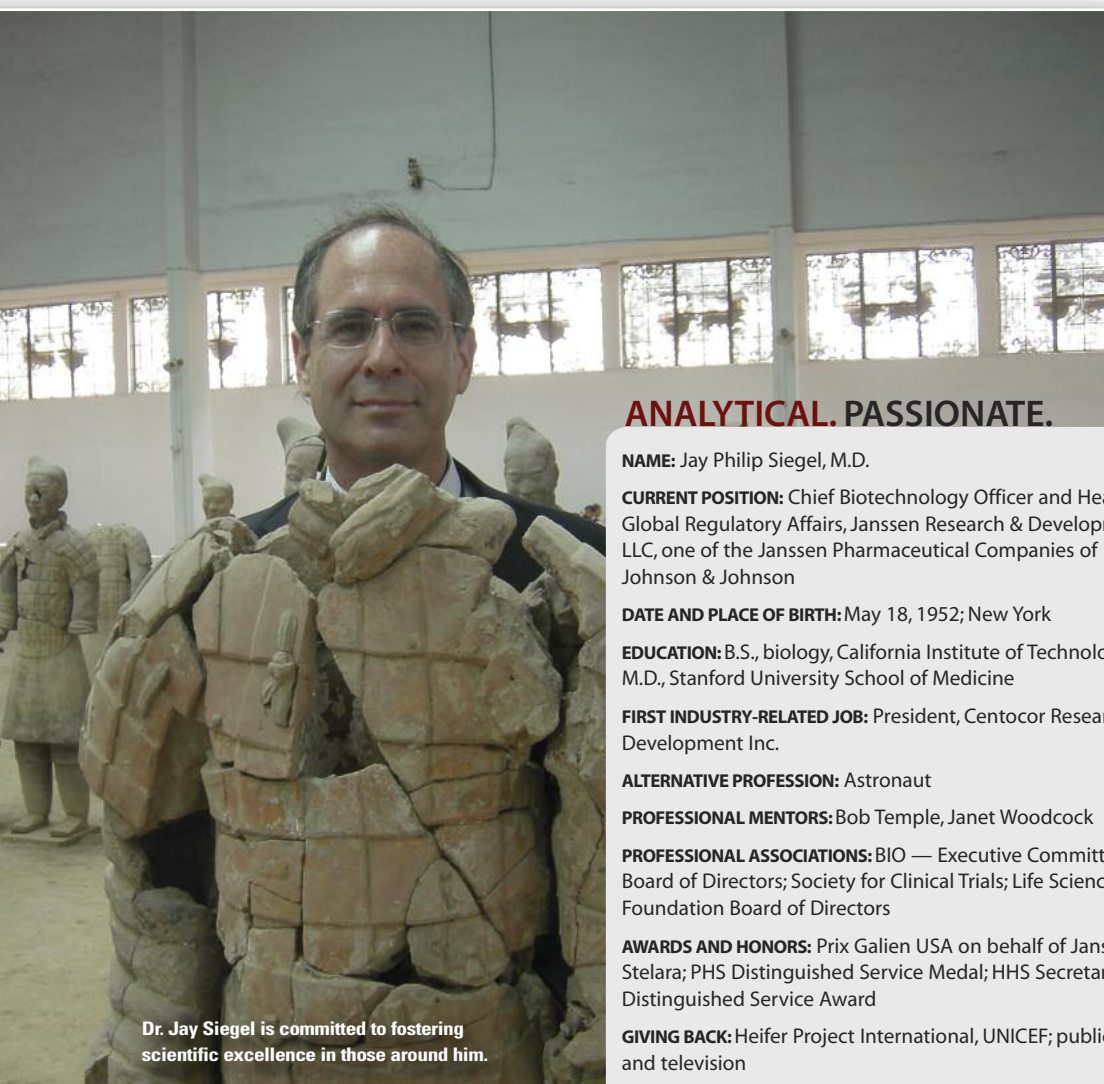
FIRST INDUSTRY-RELATED JOB: Product manager, Siebel

ALTERNATIVE PROFESSION: Professor at business school

GIVING BACK: Pediatric Brain Tumor Foundation

WORDS TO LIVE BY: Develop a passion for learning and you will never cease to grow

and recognizes that results rarely come easily and that commitment and dedication are the only sure way to deliver. 



Dr. Jay Siegel is committed to fostering scientific excellence in those around him.

ANALYTICAL. PASSIONATE.

NAME: Jay Philip Siegel, M.D.

CURRENT POSITION: Chief Biotechnology Officer and Head, Global Regulatory Affairs, Janssen Research & Development, LLC, one of the Janssen Pharmaceutical Companies of Johnson & Johnson

DATE AND PLACE OF BIRTH: May 18, 1952; New York

EDUCATION: B.S., biology, California Institute of Technology; M.D., Stanford University School of Medicine

FIRST INDUSTRY-RELATED JOB: President, Centocor Research and Development Inc.

ALTERNATIVE PROFESSION: Astronaut

PROFESSIONAL MENTORS: Bob Temple, Janet Woodcock

PROFESSIONAL ASSOCIATIONS: BIO — Executive Committee, Board of Directors; Society for Clinical Trials; Life Sciences Foundation Board of Directors

AWARDS AND HONORS: Prix Galien USA on behalf of Janssen for Stelara; PHS Distinguished Service Medal; HHS Secretary's Distinguished Service Award

GIVING BACK: Heifer Project International, UNICEF; public radio and television

Did You Know?

Dr. Jay Siegel was inducted into a hall of fame for fantasy sports competitors, having won a competition with about 250,000 entrants.



the FDA, Dr. Siegel joined the industry and says it was a tremendous privilege, as president of Centocor R&D to help lead, advise, direct, and support the extraordinarily talented teams that brought Stelara, for the treatment of psoriasis, and Simponi, for the treatment of rheumatoid arthritis, to market.


Ironically, in the mid-1990s, Dr. Siegel was the FDA's lead medical reviewer for Centocor (HA-1A) monoclonal antibody for sepsis, Centocor's then lead development project. Many thought that his recommendation, and the FDA's decision not to approve the drug would lead to the demise of Centocor. Yet, 12 years later, he was named the president of Centocor.

Dr. Siegel's contributions are widely recognized and respected. In the early and mid-1990s, Dr. Siegel was at the FDA, defending large simple trials and newer approaches to monitoring risk-based, central, and random trials against advocates of traditional practices such as 100% source data checking and 100% accuracy. This effort was challenging because congressional investigators asserted that tolerating errors in trials was a sign of incompetence or corruption, and some industry and FDA negotiators

of the ICH E6 harmonized guideline on Good Clinical Practices were strongly committed to protecting traditional practices. He maintains that the outcomes of this struggle were, and remain, critical to the success of the clinical research and drug development enterprises.

He has received the U.S. Public Health Service's highest honor, the Distinguished Service Medal, and he has twice received the Department of Health & Human Services Secretary's Award for Distinguished Service.

In addition, Dr. Siegel has been elected to fellowship in the American College of Physicians, the Infectious Disease Society of America, and the Society for Clinical Trials.

Going forward, he is seeking to create an internal innovation incubator and an integrated technology strategy for Janssen; critically review the company's disease area strategies, building its biologics capabilities and capacity; assist teams with several key product applications and approvals; help the regulatory organization prepare for a rapidly changing world; and help shape those changes. 



Dr. Jay SIEGEL The Transformer

As head of global regulatory affairs at Janssen Pharmaceutical Companies of Johnson & Johnson, Jay Siegel, M.D., leads more than 650 employees in every region of the world.

In this role, he is responsible for influencing and interpreting global regulatory requirements, driving regulatory strategy for products from all therapeutic areas, and most importantly, ensuring patients receive maximum benefits from the company's products — both at an individual product level and broader policy levels.

And he leads the biotechnology team toward developing innovative treatments for patients living with immunological diseases.

He is diligent in his pursuit of new avenues of discovery and his passion for cell therapy has

led Janssen toward exploring new disease areas. Taking an analytical approach to problem solving, Dr. Siegel analyzes all the data and alternatives.

The direction his career took had its origins in a decision he made in 1995 while at the FDA, when he was given a choice between heading the Division of Cytokine Biology, founding a Division of Cell and Gene Therapy, or founding a Division of Clinical Trial Design and Analysis. With encouragement and support from his supervisor, Janet Woodcock, M.D., current director for the Center for Drug Evaluation and Research, he made the riskier choice — clinical trials — the area in which he had the least experience and comfort. That choice opened up opportunities to learn about, and to impact, clinical research; ultimately it moved his career in directions he has found to be very exciting and rewarding.

After having spent many fulfilling years at

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a more insightful source
for patient recruitment.



The community pharmacy.



Put our network of pharmacists to work recruiting for your next study.

McKesson StudyLink

McKesson StudyLink leverages its community pharmacy network to reach a pool of patients we know and connect with every day. The result is targeted, high-quality referrals and higher screening rates than traditional approaches.

Patient recruitment that's proactive at every step.



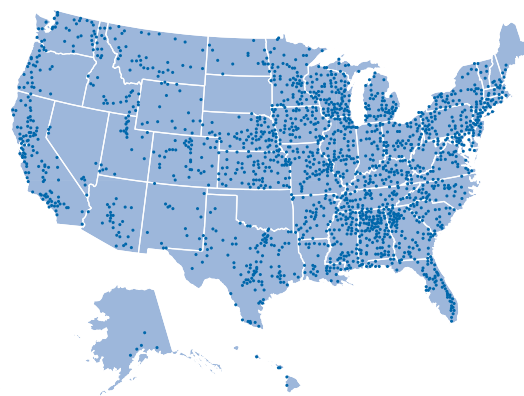
1 Patient data: Potentially eligible candidates identified via prescription claims and demographic data.



2 Pharmacist vetting: Based on unique insights about their patients, pharmacists vet the potential candidates.



3 Patient outreach: On behalf of the pharmacies, call center staff engage candidates to complete the screening process.



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MCKESSON

Dr. Diego MIRALLES



Dr. Diego Miralles works tirelessly in multiple roles to bring about the changes that will truly make a difference in the way healthcare is experienced.

INNOVATIVE. COMPASSIONATE.

NAME: Diego Miralles, M.D.

CURRENT POSITION: Head, Janssen Healthcare Innovation and Head, West Coast Research Center, Janssen Research & Development LLC, one of the Janssen Pharmaceutical Companies of Johnson & Johnson

DATE AND PLACE OF BIRTH: July 1962; Argentina

EDUCATION: M.D., University of Buenos Aires

FIRST JOB: Assistant professor, Duke University

FIRST INDUSTRY-RELATED JOB: Medical officer, Triangle Pharmaceuticals

ALTERNATIVE PROFESSION: Architecture

PROFESSIONAL MENTORS: Dani Bolognesi; Jaak Peeters; Sheri McCoy; Joaquin Duato; Paul Stoffels

PROFESSIONAL ASSOCIATIONS: Rady Children's Hospital of San Diego; Connect; University of California, San Diego Health System

WORDS TO LIVE BY: Carpe diem

TWITTER ADDRESS: @diegomiralles

CONNECTED VIA: LinkedIn, Facebook, Twitter

Did You Know?



Dr. Diego Miralles is shy in front of large groups.

Leading the Transformation of Healthcare

Diego Miralles, M.D., is head of Janssen Healthcare Innovation (JHI), a newly established team within Janssen Pharmaceuticals.

Starting from scratch, he and his team created a totally new and dynamic space with the goal of building the business of the future for Johnson & Johnson. They turned a dream into a reality. Along the way, Dr. Miralles had to learn and execute at the same time, prioritize, and attract top talent. When he looks back, he is amazed by what they have been able to achieve.

JHI is expanding the company's offerings of healthcare services and solutions by acquiring companies and programs, and establishing partnerships and collaborations both internally and externally. The goal is to empower healthcare consumers and modernize healthcare de-

livery, and further align incentives between providers and consumers.


JHI is entrepreneurial in its pursuit of new and unique business models. Currently, JHI has multiple commercial trials running in areas such as personal genomics, virtual medicine, and mobile health. The portfolio of projects is designed to identify technologies and platforms that help consumers to better understand their own health, manage health information, make positive lifestyle choices, better adhere to treatment regimens, and improve their overall healthcare experience. JHI is leveraging the deep understanding of the Johnson & Johnson family of companies to lead the transformation of the healthcare industry.

Though his background and accomplishments could speak for themselves, it is also important to note that Dr. Miralles is one of the

most inspiring leaders in the life-sciences industry today. Listening to him for five minutes about what his vision of the future is, team members are captivated and motivated to make a difference themselves.

Dr. Miralles is passionate and works tirelessly in multiple roles to bring about the changes that will truly make a difference in the way healthcare is experienced and how everyone can address challenges in the space.

Dr. Miralles is also the head of Janssen Labs at San Diego, located within the Janssen Research & Development (JRD) west coast research center. Janssen Labs was established to provide the optimal environment to help start up companies overcome discovery and development barriers.

His direct reports, colleagues, and associates say he is committed to helping people be the best they can be. He enjoys watching the evolution of the many that are under his mentorship. Dr. Miralles believes it is important to keep learning, to provide and receive candid advice, and to acknowledge one's vulnerabilities and share our humanity. He loves working with young people; he says they are the future, and mentoring is a great way to affect that future positively and leave something behind when we are not around anymore. 



Jeffrey BERKOWITZ



In his role at Walgreens, Jeff Berkowitz has been a true change agent.

AGILE. VISIONARY.

NAME: Jeffrey Berkowitz

CURRENT POSITION: Senior VP, Pharmaceutical Development and Market Access, Walgreen Co.

PLACE OF BIRTH: New York

EDUCATION: B.A., political science; Juris Doctor

FIRST JOB: Helping dad on his truck

FIRST INDUSTRY-RELATED JOB: Legal director, Schering-Plough

ALTERNATIVE PROFESSION: Private equity

WORDS TO LIVE BY: The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will — Vince Lombardi

CONNECTED VIA: LinkedIn, Facebook

A Leap of Faith

Jeff Berkowitz has made a number of moves throughout his career from law to the business side of large pharma, to global operations, and now to retail pharmacy and healthcare. This ability to navigate seamlessly between functions, globally, and by businesses is going to be a critical skill set moving forward for those in the pharmaceutical industry.

Mr. Berkowitz joined Walgreens as senior VP, pharmaceutical development and market access, from Schering, a large pharma company about two years ago. After working in various functions for 15 years in large pharmaceutical companies, moving out of the industry was a humbling experience, and a move that he says took a huge leap of faith. But it was a move well worth the risk, as he is still able to positively impact the pharmaceutical industry, which for him is an amazing opportunity and responsibility.

Mr. Berkowitz is a visionary and someone who has been lucky enough to be in roles and surrounded by teams that have attempted to address critical issues impacting the future of the industry. He joined Walgreens because he firmly believes in the ability to positively impact healthcare and disrupt present models moving into the future.

In his role at Walgreens, Mr. Berkowitz has been a true change agent helping to transform the relationship with pharmaceutical manufacturers, by opening new pathways that best optimize the value of retail channels. He has achieved this by leveraging his own extensive experience in pharma with his operational responsibilities at Walgreens to help produce a

series of partnerships that enhance patient knowledge and adherence, with the ultimate goal of improving patient health.

The idea of compliance programs at the retail level is not new, but with the cost of care and focus on quality continuing to rise, the need for continued evolution in this area has never been greater. Bringing together branded and generic manufacturers, specialty and vaccine companies, and consumer products teams, Mr. Berkowitz has helped fuse their strengths with the expertise and patient focus of Walgreens to simplify and elevate patient care. In so doing, he has potentially developed a new operating model that could become an industry standard, one that provides better outcomes for patients and payers and a new engagement channel for retailers and manufacturers.

In this time of ceaseless change, Mr. Berkowitz and Walgreens are developing a vision of the possibilities for improved care in the future.

Colleagues who have worked with Mr. Berkowitz say he is one of the most customer-focused and committed individuals working in healthcare today. He was a critical member of the Schering executive management team that led the company through a dramatic turnaround. Under his leadership, Schering developed a world-class market access capability and his team was consistently rated No. 1 in the eyes of customers.

Mr. Berkowitz is admired for his rare and impressive ability to be equally successful across functions, companies, and industry sectors — as a practicing attorney, leading a sales organization, heading global pricing policy, and managing all of those simultaneously along with procurement, while transitioning from a pharmaceutical manufacturer to the nation's

Did You Know?


Jeffrey Berkowitz's move to Walgreens after 15 years in the pharmaceutical industry has become a career-defining moment.

largest pharmacy chain. The world is full of functional experts, but the most valuable are those who can create bridges across organizations technically, hierarchically, and culturally to lead at multiple levels in all of them.

In today's competitive and ever-changing business environment, it is important for pharmaceutical executives to seek unique ways to leverage their talents for organizational success. And Mr. Berkowitz is demonstrating in his unique role at Walgreens how his extensive pharma experience can provide significant value in the retail pharmacy world.

For Mr. Berkowitz, he is enjoying learning from the Walgreens' board of directors, which is made up of a diverse array of industry titans all of whom bring some amazing insights to the table. He recognizes that it is a rare opportunity to hear the CEO of McDonalds, for example, weigh in on the company's strategy.

Mr. Berkowitz is also considered to be a thought leader in his own right, and is a sought-after mentor, a role that he loves, saying some of his proudest career moments have been watching the success of people who were on his teams.

He hopes that his unique insights will allow him to bring the disparate stakeholders in the life sciences and healthcare together, to talk collectively, and to truly work collaboratively to solve problems. He is amazed at how little productive dialogue really goes on between key stakeholders in healthcare. 



Dr. Timothy WRIGHT



Caring for patients and working to improve people's health is at the heart of what Dr. Timothy Wright does every day.

The Wright Stuff

Timothy Wright, M.D., has a unique personal vision for drug development, one that is rooted in science and focused on patients. As global head of pharma development at Novartis, he brings his experience working side-by-side with scientists and physicians, to bring new medicines to patients.

Innovative by nature, Dr. Wright is constantly trying to think of new ways to do things. For him one of the biggest challenges facing the pharmaceutical industry today is the runaway costs of clinical development. He says the way clinical trials are approached needs to fundamentally change and a paradigm shift is needed in the way drugs are brought to market.

He believes the approach should be patient-centric and use innovative technologies and new methods to recruit patients. And there should be a focus on the unique needs of patients to encourage them to participate in medical research.

His work with molecularly targeted compounds makes him a logical choice to help change the model as well as help Novartis capitalize on the promise of personalized medicine.

Dr. Wright's focus is on helping patients with unmet needs, even those with rare diseases, which is an inspiration to those who know him well.

Dr. Wright brings that same passion to his pursuits outside of Novartis. He and his wife are personally committed to St. Jude Chil-

dren's Hospital, because of the institution's commitment to advancing research in children's leukemia and cancer as well as the support it provides to families by delivering the care for free.

He is also involved with the Arthritis Foundation, an organization he first became familiar with during his training as a rheumatologist.

Dr. Wright joined Novartis' Institutes for Biomedical Research (NIBR) in 2004. He has been able to capitalize on his physician scientist training by playing an instrumental role in building a translational medicines group, which helped him realize his goal of bridging early research with the clinic.

Under Dr. Wright's leadership, the group quickly grew from just four scientists to more than 80 physician scientists, a testament to his vision and passion.

Dr. Wright has contributed to many early-stage compounds in Novartis' pipeline that are now entering late-stage studies and showing great promise.

One of the most memorable examples is the clinical program of ACZ885 for treating cryopyrin-associated periodic syndromes (CAPS), a group of very rare, genetic and potentially life-threatening auto-inflammatory diseases.

Dr. Wright's in-depth knowledge of rheumatoid arthritis, stemming from his former post as chief of rheumatology at the University of Pittsburgh, gave him the tools to realize the full potential of the ACZ885 program and pinpoint the small patient population who could benefit from this treatment.

He was pivotal in creating the trial design,

Did You Know?

Dr. Timothy Wright loves gardening and currently has a garden of orchids.



Dr. Patrice MATCHABA Transformative

Patrice Matchaba, M.D., views the challenges in R&D productivity as an opportunity to drive complete end-to-end clinical transformation. As executive VP, global head of development operations, at Novartis Pharmaceuticals Corp., he brings out-of-the-box thinking to enhance global clinical and safety operations.

As a global citizen, he is committed to transforming thinking around drug development and safety. Specifically he has leveraged IT trends in the areas of mobility and clinical in-

INNOVATIVE. COMPASSIONATE.

NAME: Timothy Michael Wright, M.D.

CURRENT POSITION: Global Head of Pharma Development, Novartis Pharma AG

PLACE OF BIRTH: Wilmington, Del.

EDUCATION: B.A., biological sciences, University of Delaware; M.D., Johns Hopkins University

FIRST INDUSTRY-RELATED JOB: Volunteer orderly, hospital ER

PROFESSIONAL MENTORS: Dr. Frank Arnett, Johns Hopkins; Dr. Trevor Mundel, Novartis


PROFESSIONAL ASSOCIATIONS: Bill & Melinda Gates Foundation; American Society for Clinical Investigation

GIVING BACK: The Arthritis Foundation; St. Jude Children's Hospital

WORDS TO LIVE BY: Never give up; be persistent

the clinical results of which were remarkable. In 2009 the Food and Drug Administration approved the drug for CAPS and it is currently being explored in other indications where there is high unmet medical need.

His dream has always been to develop therapies with the goal to improve patient lives, and the work that he did with ACZ885 was very rewarding and a career highlight.

Like many great leaders, Dr. Wright believes in paying it forward, and has been a mentor to many individuals throughout his career both in academia and in the industry. He says there is no greater accomplishment than to see students and mentees succeed, and nurturing careers provides great satisfaction for him. He believes more mentors are needed in every profession. 



GLOBAL CITIZEN. TRANSFORMATIVE.

NAME: Patrice Matchaba, M.D.**CURRENT POSITION:** Executive VP, Global Head of Development Operations, Novartis Pharmaceuticals Corp.**DATE AND PLACE OF BIRTH:** May 1961; Zimbabwe**EDUCATION:** (NUL), M.D., University of Zimbabwe; M.D., Fellow of the College of Obstetrics and Gynecology, South African College of Medicine; PMD, Harvard Business School**FIRST JOB:** High school teacher, chemistry and mathematics**FIRST INDUSTRY-RELATED JOB:** Medical director, Novartis South Africa**WORDS TO LIVE BY:** Do your very best and be kind

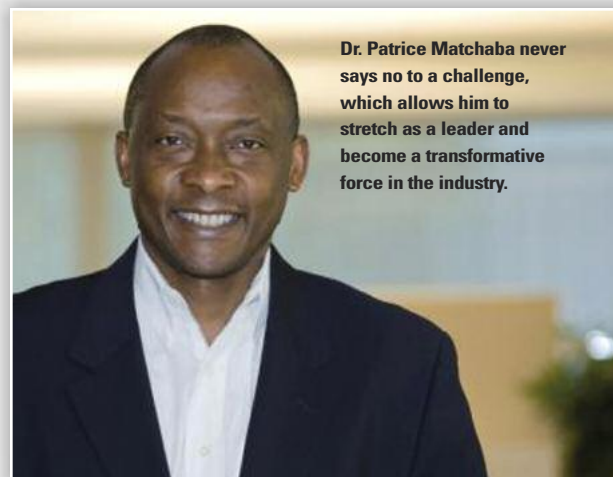
formation management to deliver breakthrough innovations.

His industry-leading thinking and strategy have led to accelerating many new molecular entities through the clinical development process while improving operational efficien-

cies and quality. He is always on the look out for new business models.

Colleagues view Dr. Matchaba as an inspirational leader who is able to clearly articulate the vision to his teams and build high-performance teams to deliver on the vision. He never says no to a challenge, which allows him to stretch as a leader and become a transformative force in the industry.

Dr. Matchaba also gives back to his community; to various causes, such as HIV organizations, because the disease causes immense devastation to families and to societies. He also provides mentoring, because some very fine leaders also took, and still take the time, to mentor him. **PV**



Dr. Patrice Matchaba never says no to a challenge, which allows him to stretch as a leader and become a transformative force in the industry.

Did You Know?

Dr. Patrice Matchaba practiced as a obstetrician and gynecologist.



Dr. Cathryn CLARY

Consummate Leadership

Through her warm personal style, her in-depth and extensive knowledge of drug development, and her ability to manage both rapid change and large teams Cathryn Clary, M.D., motivates all who work with her.

As senior VP, North American medical and regulatory affairs at Ipsen, Dr. Clary is re-

Did You Know?

Dr. Cathryn Clary traveled to Xian, Kunming, as well as Beijing and saw first-hand how psychiatric care is delivered in rural China.



sponsible for overseeing medical affairs, safety, clinical operations, and postmarketing and commercial regulatory operations.

Previously she was senior VP, clinical development and medical affairs at Ipsen where she oversaw a staff of 52 and was responsible for oversight of U.S.-based clinical development and all U.S.-based medical affairs activities for the specialty biopharmaceutical company with products in the endocrinology and neurology therapeutic areas and development across neurology, endocrinology, and oncology.

In addition, Dr. Clary sits on the board of directors for AAHRPP, which accredits human research protection programs as the sole industry representative. Her experience allows her to impact areas outside of the company and outside the immediate industry.

She embodies the best elements of pharmaceutical leadership: clear, focused business acumen; matchless skills in leveraging clinical science to support the business; and excellent people management and development know-how.

One of her career highlights occurred when she was at Pfizer. She led the product defense for Zolof, which included regulatory, safety, public relations, clinical and communications

Dr. Cathryn Clary's genuine concern for her colleagues exemplifies her leadership style.



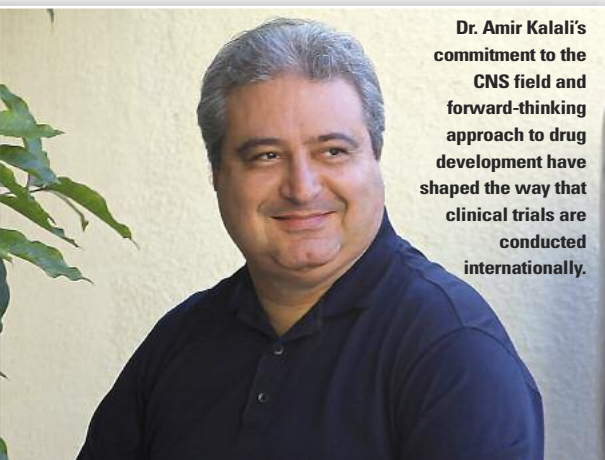
challenges, when SSRI safety was being challenged.

Her genuine concern for her colleagues exemplifies her leadership style. With a ready smile available, she is a master at making each and every person on her team feel that his or her input is valued. Dr. Clary is adept at listening to their ideas, as well as providing clear feedback and guidance without stifling an independent spirit. **PV**



PASSIONATE. DEDICATED.

NAME: Cathryn M. Clary, M.D.**CURRENT POSITION:** Senior VP, North American Medical and Regulatory Affairs, Ipsen Biopharmaceuticals Inc.**PLACE OF BIRTH:** El Paso, Texas**EDUCATION:** B.A., English; Bryn Mawr College; M.D., University Of Missouri-Columbia Medical School; MBA, University Of Delaware**FIRST JOB:** Counter at Wendy's**FIRST INDUSTRY-RELATED JOB:** Medical affairs director, Zolof, Pfizer**ALTERNATIVE PROFESSION:** Law**PROFESSIONAL ASSOCIATIONS:** APA, AMA, board member and secretary, AAHRPP**AWARDS AND HONORS:** University of Delaware MBA Top 50 award**GIVING BACK:** Environmental organizations; higher education, specifically Bryn Mawr**WORDS TO LIVE BY:** You can find something to love in every one; manage to people's strengths.**CONNECTED VIA:** Facebook



Dr. Amir Kalali's commitment to the CNS field and forward-thinking approach to drug development have shaped the way that clinical trials are conducted internationally.

One of the most important and influential people in the CNS drug development world, Amir Kalali, M.D., maintains a senior leadership role at Quintiles while being active in several scientific organizations. These include the CNS Summit, the International Society for CNS Drug Development (ISCDD), and the International Society for CNS Clinical Trials and Methodology (ISCTM).

He is the editor of Innovations in Clinical

Dr. Amir KALALI

At the Summit of CNS Research

Neuroscience, a peer-reviewed journal. Additionally, Dr. Kalali is a professor of psychiatry at the University of California San Diego.

As a world-renowned CNS expert, he has been invited to dozens of countries, including China, to speak at conferences, symposium, and companies. Dr. Kalali's efforts on communication and collaboration between China and Western countries are changing views around evidence-based medicine and drug development.

Dr. Kalali is particularly interested in educating other clinicians worldwide. This is a role he facilitated while chairman of the educational committee of the Collegium Internationale Neuro-Psychopharmacologicum (CINP).

His forward-thinking approach to clinical development is shaping the way that trials are conducted internationally, and his leadership has earned him a place on the PharmaVOICE

Getting Personal with

DR. AMIR KALALI

HOBBIES: Photography; technology

FAVORITE SMARTPHONE APP: Zite

INSPIRED BY: Patients

LIFE LESSONS: Listen more

MOST UNUSUAL PLACE VISITED: Lombok

TIME TRAVEL: To the future to visit any major world city

100 list on many occasions: 2005, 2006, 2008, 2011, and 2012.

Dr. Kalali's wisdom, energy, candor, curiosity, and good manners bode well for him and the field, which he has graced through his work.

Giving back through mentorship matters to Dr. Kalali, who considers it to be both a duty and a privilege. **PV**



Betsy Lahue listens, enables, and encourages others to find their personal passion and helps them maximize their potential.

Betsy LAHUE

Passion and Compassion

While other managers simply expect new analysts to execute on projects, Betsy Lahue takes an active role in ensuring the learning needs of her employees are being met along the way.

She is also deeply committed to educating others within her organization and throughout the life-sciences industry on the importance of evidence-based medicine. She provides opportunities to expose her reports to those in strategic decision-making capabilities, and communicates key learning points from her vast experiences in the industry. She believes it is important to provide young professionals with examples of what success can look like and how to get there.

Few others in the industry can match Ms. Lahue's passion for her work and compassion for her employees. She truly listens, enables, and encourages others to find their personal passion and facilitates their career development in a way that they can maximize their potential and contribute to their organizations.

In addition to ensuring that she passes along her experience to benefit her team mem-

Getting Personal with

BETSY LAHUE

FAMILY: Husband; three sons, ages 8, 6, 4

HOBBIES: Skiing; wakeboarding; sailing, reading; cooking

READING LIST: The Immortal Life of Henrietta Lacks; Call Me Ted

FAVORITE BOOK: The Life of Pi

FAVORITE SMARTPHONE APP: Words with Friends

INSPIRED BY: Ray Allen, Boston Celtics; Queen Elizabeth I

LIFE LESSONS: Be aggressive

MOST UNUSUAL PLACE VISITED: The Great Wall of China

bers, Ms. Lahue demonstrates a commitment to continuous learning herself. She invests time and resources to learn about evolving trends and practices. She accepts opportunities to learn and disseminate knowledge to others within the research community.

Her passion and commitment to the field of health economics and outcomes research (HEOR) is evident through her presence at scientific meetings and conferences, where she not only presents cutting-edge research but leads panel discussions and contributes to advancing the field of HEOR.

But she may never have taken the steps to advance her career had she not once heard a former boss say he was anxious about taking part in an industry forum because he was shy. As a

Adam SHERLOCK

Breaking Down Boundaries

With a quick wit and ready laugh, Adam Sherlock takes a real interest in every person he meets.



With a career that spans more than 20 years, Adam Sherlock is a well-known and much respected figure in the life-sciences industry.

Mr. Sherlock is one of those people who makes things happen and who doesn't let boundaries get in his way when it comes to doing the right thing for the customer. He is an excellent senior strategist and thought-leader who translates disconnected trends into meaningful strategic directions.

He develops intimate client engagements through various creative forums such as strategic customer advisory boards to align what is possible with what is required for the industry. He encourages innovative thinking and gets enthusiastic about other people's ideas. Exciting projects move forward because of Mr. Sherlock. For example, his forward-thinking approach to marketing helped lead to several stand-out initiatives for ISI, including an executive level conference in Barcelona, and creating an award-winning magazine, Sentinel.

His wide subject-matter knowledge of regulatory issues and his deep understanding of tracking and management, submissions, publishing eCTD, EVMPD, etc. have catapulted him onto major speaking circuits.

Always customer- and delivery-focused, Mr. Sherlock takes the time to understand the problem rather than trying to sell a prebuilt solution.

Mr. Sherlock lights up a room when he enters and his interpersonal style is so engaging because he takes a real interest in every person he meets. His quick wit and ready laugh are his trademark, and consequently Mr. Sherlock has a huge international network of contacts

shy person herself, it made her re-evaluate her assumptions on career goals.

Throughout her career, Ms. Lahue has demonstrated an ability to understand changing trends and drive successful outcomes.

During her years at Boston Scientific, she demonstrated an ability to interact with teams from various divisions within the company, to bridge differences among groups, and to move projects forward to completion, leading to significant positive impacts on the organization.

In her subsequent roles at Genzyme, Vertex, and AMAG, she was recognized as an innovator in developing new processes and creating organizational structures to establish and build internal health economics-based teams.

At AMAG, she demonstrated the ability to impact the challenging business environment of a product being launched into a very competitive segment. In this complex setting, she emerged as a leader who drove evidence-based analyses to establish a meaningful product value proposition. Ultimately, her work provided a platform to communicate product value to key company and external stakeholder audiences in a very compelling and motivating manner.

At Genzyme, she encouraged entrenched managers in the company to shift their views, and as a result, value-added programs were launched increasing access to healthcare for patients.

She was also an influencing force in helping

Getting Personal with

ADAM SHERLOCK

FAMILY: Wife Jayne; daughter Amy, 25; daughter Jenna, 23; son Rory, 19

HOBBIES: Lacrosse referee; cycling

READING LIST: Riding Through the Dark: The fall and rise of David Millar; 1Q84, Haruki Murakami

FAVORITE BOOK: Dispatches by Michael Herr

FAVORITE MOVIE: Blade Runner

BUCKET LIST: Travel to Amazon, Patagonia, Atacama; referee another World Championship

FAVORITE SMARTPHONE APPS: Spotify, WhatsApp, Google Maps

INSPIRED BY: Sir Alex Ferguson, manager, Manchester United Football Club

LIFE LESSONS: If you only do what you've always done, you only get what you've always got; and don't build a business with an exit in mind, concentrate on building a great business and an exit will happen

MOST UNUSUAL PLACE VISITED: A department store in Kyoto, Japan, to buy clothes for his 6'4" frame after his luggage was lost

UNDER THE CLOAK OF INVISIBILITY: The dressing room at Old Trafford, Manchester United's home stadium, at half time to hear how Sir Alex Ferguson motivates his players

TIME TRAVEL: To the past to the grassy knoll in Dallas at 12:30 p.m., CST, Friday, Nov. 22, 1963

who all respect him professionally and genuinely like him personally.

Building and then subsequently selling his firm Synapse to ISI, which in turn was sold to CSC, was a career highlight.

One of the most challenging opportunities has been managing the integration of ISI, a midsized, privately held company with 400 employees, into a Fortune 200, public company with 95,000 employees. Keeping the management team together, retaining the focus on the core business, and successfully holding onto a market-leading position in regulatory solutions during this transition is testimony to his skill, diligence, and perseverance. **PV**

to broaden and adopt a new vision, which was to shift the department from a theoretical, academic service group to an innovative, commercial execution arm of marketing. Ms. Lahue actively championed the newly envisioned function and helped the group double in size due to the business support she generated.

She counts as her biggest career highlight leading the health economics and outcomes research efforts to support the launch of Taxus, a novel drug-eluting stent. She has also enjoyed working on innovative pharmaceuticals for infectious disease and ultra-orphan conditions, which can be a big challenge, since drugs for rare diseases are not cost-effective by accepted methods. Her job is to demonstrate improved outcomes while keeping costs in check.

Her next career goal is to sit on the board of directors for a public company. **PV**

Dr. Lee BABISS

Leading with Vision

Dr. Lee Babiss believes that at the end of the day, strong scientific knowledge is what is required to be innovative.



As a leader Lee Babiss, Ph.D., sets himself apart on every aspect. He is a visionary, and in his current role as executive VP of global lab services and chief scientific officer, at PPD, his goal is to integrate the company's labs and services with its clinical development services, enabling the CRO to provide a new approach for end-to-end, value-chain capabilities to its partners.

Before joining PPD, Dr. Babiss was global head of pharma research, at Roche where he sought to promote joint goals of scientific excellence and reasoned risk-taking. His style of argument to the top executive committee, both humble and determined, was successful in launching some daring initiatives. While managing day-to-day activities of Roche global research, he simultaneously led and inspired teams to seek new drug discovery business models, launched and drove the emerging technologies initiative, and encouraged partnerships in novel areas such as RNAi therapeutics, stem cells, and cell-penetrating peptides. Dr. Babiss made all of this seem easy. He was always available to his teams, he was relaxed, and he made the most of downtime between meetings to have fun with his teams.

Dr. Babiss is always looking ahead and finding new ways of advancing drug discovery at the interface of various disciplines and processes.

Colleagues attest to his scientific acumen. Dr. Babiss firmly believes that at the end of the day, strong scientific knowledge is what is required to be innovative. Intellectually, he is a



Rob PETERS

Through his unique perspective, Rob Peters has helped MicroMass Communications establish its position and gain numerous new business wins.

Mr. Peters crafted the strategic vision for a behaviorally tailored and integrated patient support program that was the first of its kind — and one that helped a product that was eighth to market establish differentiation in the marketplace.

He has authored numerous POVs (internal and external), and helped to drive MicroMass' most recent research that uncovers the core drivers of physician prescribing.

Before joining MicroMass, he directed the development of a KOL strategy for growing a client's cardiovascular business, which combined content that was relevant to cardiovascular specialists and primary care physicians,

Though soft spoken, Rob Peters can speak with authority on a wide number of subjects.

Strategic Visionary

bridging the patient journey to find common experiential threads.

One of the most challenging assignments in his extensive career involved a smoking cessation initiative program for a global consortium of pharma companies and academic researchers. The difficulty was to constantly try to ensure everyone's interests were being addressed as well as the logistical challenges of communication and convening productive discussions.

Mr. Peters is 100% committed to assisting patients in understanding the importance of taking their medication.

His commitment to his family, community, and work inspire those around him to strive to be their best day in and day out.

Despite a busy work, home, and community life, Mr. Peters finds time for his favorite pursuit of cycling, and says the one profession he'd love to try out is professional cycling, getting an opportunity to do what he is passionate about every day, and enjoying the scenery along the way. **PV**

Getting Personal with DR. LEE BABISS



FAMILY: Wife, Paula; daughters, Lindsay, Emily, Hannah

HOBBIES: Woodworking; golfing

READING LIST: West with the Night by Beryl Markham

FAVORITE BOOK: A Certain Island by Robert Murphy

FAVORITE MOVIE: Edward Scissorhands

BUCKET LIST: See Tibet and the North Face of Everest

INSPIRED BY: His father

LIFE LESSONS: Focus on one thing, don't work in isolation, and accept nothing but the best.

MOST UNUSUAL PLACE VISITED: Koh Samui in Thailand

UNDER THE CLOAK OF INVISIBILITY: North Korea

TIME TRAVEL: To the past to witness the building of the pyramids in Egypt

clear thinker, with a phenomenal breadth of knowledge.

He is a tremendous motivator and he understands how to communicate with everyone who works with him in a compassionate and calm manner.

Dr. Babiss also has the ability to take team members' performances and creativity to the highest levels. He is an incredible mentor, a role he takes very seriously. Dr. Babiss believes it is important to learn from others who have been successful and when appropriate to model behaviors. But the latter must be done in the context of who you are in order for it to be credible. **PV**

Getting Personal with ROB PETERS



FAMILY: Wife; son and daughter, 10 (twins); son, 8

HOBBIES: Cycling; cars; hiking

READING LIST: Thrillers and adventure novels; favorite authors include John Sandford, James Rollins, Lee Child, Douglas Preston and Lincoln Child

FAVORITE MOVIES: A Christmas Story, Star Wars

BUCKET LIST: Riding in the Tour de France; driving on the Nurburgring

INSPIRED BY: Leonardo da Vinci

LIFE LESSONS: Be yourself and don't worry what others think about you; don't overspecialize since you can be more valuable when you know something about everything rather than knowing everything about nothing.

TIME TRAVEL: To the past to see some of the great civilizations at the height of their existence: ancient Egypt, Greece, Rome, and the Aztecs

Leigh HOUSEHOLDER

Social Media Maven

Leigh Householder's impact on GSW Worldwide since she arrived two years ago, according to colleagues, has quite frankly been immeasurable. When she first came to GSW, she had no healthcare marketing experience. But bringing with her a following from her Advergill blog, she has propelled herself to become one of the most inspiring people within the healthcare agency as well as the industry.

Considered to be a new breed of innovator, she has unmatched ability to crystalize content, earning her laurels as a well-respected live blogger at many industry conferences. A galvanizing storyteller, she is an up-and-coming voice who has presented at some of the biggest conferences in the industry, receiving rave reviews from colleagues, peers, and clients.

Having been recognized in 2011 as the Healthcare Businesswomen's Association's Rising Star, she continues to shine bright with every project she touches and every team she encounters.

Ms. Householder says she spent time in a branding agency to learn the skill of storytelling, but she no doubt had already built a strong foundation decades ago when she was a waitress at a coffee counter in a family-run diner. She says it's the only job that was BYOA — bring your own apron. Every night, she'd listen to the life stories of the same set of 10 to 12 old men. They'd spend \$1 on bottomless refills of truly bad coffee and tip her 50¢ for listening to their stories and laughing at all the right parts — even when they were stories she knew by heart. She still misses those guys.

She loves to share the emotional core of a story and revels in the incredible impact people can make on one another's lives. Yes, that means she is energized by making people cry, but only because then they really know what power is in their hands and their actions.

When she is not immersed in all things digital, Ms. Householder is a proud patron of the arts, believing great art makes people more compassionate and joyful. Yet, she says her generation has been slower than most to actively sponsor and support the arts. Her favorite charitable cause brings art to everyone, no matter what each can pay: Available Light Theater.

Beyond the arts, she is also a strong believer and supporter of public radio because its deep reporting and incredibly personal storytelling build empathy and understanding while most news coverage strips that away to deliver fear and divisiveness. **PV**



Known by many who know her as a social media maven, Leigh Householder has built exceptional depth and expertise in the digital space.

Getting Personal with LEIGH HOUSEHOLDER



FAMILY: Engaged

HOBBIES: Marketing for local arts groups; reading tech blogs; reading; blogging, cooking; networking; shepherding a pretty delightful set of pets

READING LIST: Making Meaning; Nudge; The Memory of Lost Skin by Russell Banks; In One Person by John Irving; 1Q84 by Haruki Murakami

FAVORITE BOOKS: Yertle the Turtle by Doctor Seuss; Flesh and Blood by Michael Cunningham

FAVORITE MOVIE: Love Actually

BUCKET LIST: Write a book; live in New York City; give someone she barely knows a completely life-changing gift; endow an artist; dance in the rain to a love song blared from a boom box; learn to finger pick honky tonk songs on a great old guitar

FAVORITE SMARTPHONE APP: Instapaper

INSPIRED BY: E-patients

LIFE LESSONS: Never be afraid to try something new

UNDER THE CLOAK OF INVISIBILITY: The board room after a big agency pitch to see what brand managers really think about all that PowerPoint presenting.

TIME TRAVEL: To the future 10 years to see how the technology we rely on every day has evolved or been reinvented



Marianne Eisenmann of Determinus has the unique talent and ability to flawlessly tie together the world of strategic vision with the world of measurement to create products that showcase and exemplify the work the agency does on behalf of clients.

Public relations executives are designed to innovate and create. They spend their days designing strategies to help clients spread the word about the important work they do. It takes a brilliant mind to be able to take these strategies and provide a way for clients to tangibly see the difference their public relations efforts make. Marianne Eisenmann of Determinus has the unique talent and ability to flawlessly tie together the world of strategic vision with the world of measurement to create products that showcase and exemplify the work the agency does on behalf of the client.

Marianne EISENMANN

Beyond Measure

Ms. Eisenmann is never content with the status quo. She is constantly challenging the norm, seeking new ways for healthcare companies to measure what they are doing and improve the communications programs that ultimately improve patient outcomes.

Since joining CCC several years ago she has greatly influenced the agency's communications approaches that are now built on stakeholder insights and well-defined metrics.

Developing accountability for public relations has been a 10-year pursuit for Ms. Eisenmann and she says the challenges will continue for some time because the total value of PR goes far beyond any ROI that can be calculated. She says the value of the relationships built and the engagement with influencers is powerful, but intangible.

She has been working with several professional organizations, including the IPR Commission on Measurement and Evaluation, to develop the recently published industry standards for measurement in public relations. Ms. Eisenmann says the process is long, but standards are badly needed so that organizations can have consistent reporting from their agen-

Getting Personal with MARIANNE EISENMANN



FAMILY: Siblings; eight nieces and nephews

HOBBIES: Cycling; gardening; cooking

BUCKET LIST: Sailing; reading for pleasure; travel to South America; more time to volunteer

FAVORITE SMARTPHONE APP: BabelPhone Chinese

INSPIRED BY: The smart, competent people she work with inspire her every day

MOST UNUSUAL PLACES VISITED: Rice terraces in Longsheng County in Guangxi Zhuang Autonomous Region, China; Myanmar (formerly Burma) where the centuries old Pagan temples are all golden and undisturbed; Nepal and trekking on the Annapurna circuit

UNDER THE CLOAK OF INVISIBILITY: Snooping around the White House to hear what they say in all those private meetings.

TIME TRAVEL: To the past to meet Thomas Jefferson

cies. This will give them confidence to share data with the C-Suite and to demonstrate the total value of public relations.

As head of research and analytics at the Determinus unit of Chandler Chicco Companies, Ms. Eisenmann has conducted award-winning research — The IPR Felton Award and the AMEC Best Use of Research Award — that provides new avenues for measuring a fundamental intangible element of PR building relationships and leveraging them to achieve objectives. The METRIC Model has shown the effectiveness of coalition building for groups concerned with the critically important issue of obesity, a public policy issue where innovative thinking and methods are imperative.

She also led the charge for a major global client with many products and divisions to create a standard measurement system that could be used across all programs and campaigns to deliver consistent, comparable data. This need was particularly urgent because senior management mandated that there be one scorecard that would reflect the results of all communications efforts by agencies, brands, and regional teams globally.

Ms. Eisenmann plays as hard as she works. An avid cyclist, she owns three bicycles. One is her beat bike Esmeralda, which she uses to commute 2.5 miles to work every day via the Hudson River bike path along Manhattan's Westside Highway. She also has a road bike that she rides on weekends with her cycle team, Heels on Wheels. Her third bike is a hybrid that serves as her guest bike when she takes visitors to the little red lighthouse at the base of the George Washington Bridge. **PV**

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www.acrpnet.org/certification

Martin VANTRIESTE

Quality Check

Martin VanTrieste founded Rx-360, a nonprofit international supply chain organization, to enhance patient safety by increasing the security and quality of all parts of the supply chain.

Getting Personal with MARTIN VANTRIESTE

FAMILY: Wife; three daughters

HOBBIES: Golfing; scotch tasting; stamp collecting

READING LIST: Boomerang by Michael Lewis; What it is Like to Go to War by Karl Marlantes; Heaven is for Real by Todd Burpo

FAVORITE BOOK: 1984 by George Orwell

FAVORITE MOVIE: The Right Stuff

BUCKET LIST: Pilot an airplane; sail around the world

FAVORITE SMARTPHONE APP: Pandora

INSPIRED BY: His father

MOST UNUSUAL PLACE VISITED: North of the Arctic Circle in Finland

UNDER THE CLOAK OF INVISIBILITY: Everywhere

TIME TRAVEL: To the future in 25 years to see how his children have done

Martin VanTrieste is a man on a mission. His goal is to make Rx-360 — a nonprofit international supply chain organization formed to enhance patient safety by increasing the security and quality of all parts of the supply chain — widely successful by protecting the patients the industry serves.

He says the globalization of the industry has allowed companies to serve more patients but at the same time has added levels of complexity and competition that have created challenges where robust solutions have yet to be developed.


He founded Rx-360 in 2009 and served as the association's first chairman; he is currently on its board of directors and serves a treasurer.

In his "day job," Mr. VanTrieste is the senior VP of quality at Amgen. He is responsible for all aspects of quality assurance, quality control, compliance, environment, health, and safety along with training at Amgen.

Before joining Amgen, Mr. VanTrieste was with Bayer HealthCare's biological products division as VP of worldwide quality, and Abbott Laboratories as the VP of quality assur-

ance for the hospital products division, now known as Hospira. While at Abbott, Mr. VanTrieste held various positions in quality, operations, and research and development. He started his career at Abbott in 1983 after obtaining his Pharmacy degree from Temple University School of Pharmacy.

Mr. VanTrieste has been actively involved with various professional and trade organizations, including United States Pharmacopeia (USP), Pharmaceutical Quality Research Institute (PQRI), Pharmaceutical Research and Manufacturers of America (PhRMA), and AdvaMed, and he is a member of the board of directors of the Parenteral Drug Associations (PDA).

When Mr. VanTrieste is not securing the supply chain, he is securing housing for deserving families through his involvement with Habitat for Humanity. He says having a home provides family security allowing children to focus on their education. He believes wholeheartedly that a well-educated young adult is more likely to break the cycle of poverty, which is why if he were to pursue an alternative profession it would be teaching. 

Kathleen CASTORE

Sanofi's outreach in support and development of current and perspective small and diverse suppliers has grown significantly under the leadership of Sanofi's Kathleen Castore, who serves as head, supplier diversity and sustainability.

Ms. Castore's leadership as a co-chair of the ISM Supplier Diversity Pharmaceutical Forum 2010-2012 helped move the needle in diversity practices among pharma companies.

The mission of the ISM Pharmaceutical Forum is to further advance the pharmaceutical procurement profession by implementing best-in-class practices, conducting leading-edge workshops, funding supply management educational grants, and promoting the growth of key minority, small disadvantaged, woman-owned, veteran-



Diversity in Practice

owned, service disabled-veteran owned small businesses.

Her passion and dedication to improving small business development in the life sciences has been motivating to all those around her.

She also has been engaged in a number of supplier mentoring programs for the past few years, an engagement that has been very important to her. As a mentor, she says she has the ability to guide, change, and challenge the mentee to take his or her career and life to a new level. But the best part is that usually the mentor learns as much as the mentee; it is very rewarding for all involved.

Giving back extends to her community as well. Ms. Castore is involved with the Red Bank Food Bank, which has been feeding the local community for many years.

Ms. Castore tries to live her favorite motto from Albert Einstein every day, which is to “strive not to be a success, but rather to be of value.” **PV**

Getting Personal with KATHLEEN CASTORE

FAMILY: Son; Michael Patrick

HOBBIES: Travel; museums

READING LIST: Vanity Fair Magazine; Diversity Plus Magazine

FAVORITE BOOK: Being There by Jerzy Kosinski

FAVORITE MOVIE: It's a Wonderful Life

BUCKET LIST: Safari in Kenya; Spanish lessons

FAVORITE SMARTPHONE APP: Google Translate

INSPIRED BY: Children and those who work with them

LIFE LESSONS: Follow the Golden Rule

MOST UNUSUAL PLACE VISITED: Rainforests of Ecuador

TIME TRAVEL: To the past to 1830s London to give Oliver that second bowl of porridge



Kathleen Castore takes pride that she can in some small way impact economic growth, jobs in the communities, and make a difference in people's lives.

Dr. Dale KUMMERLE

Dr. Dale Kummerle is working to continue to drive CME forward in the most efficient and effective ways.

Getting Personal with DR. DALE KUMMERLE

FAMILY: Thom Kummerle; two standard poodles

HOBBIES: Bookmaking; polymer clay sculpting; video games

READING LIST: Discovery news, NBC news, mashable.com

FAVORITE BOOK: The Foundation Series by Isaac Asimov

FAVORITE MOVIE: Marvel's The Avengers

BUCKET LIST: Cruise around the world for half a year

FAVORITE SMARTPHONE APP: Flipbook

INSPIRED BY: Bill Gates; Bill Clinton; Steve Jobs

MOST UNUSUAL PLACE VISITED: Paris Catacombs, a underground ossuary and network of tunnels from the 18th century

Taking CME Forward

When Dale Kummerle, Pharm.D., believes in a cause or situation, he pours his heart and soul into making the best of the situation and/or supporting the cause to the utmost. This is just as true as a healthcare professional and his passion about medical education as it is for the causes he supports, such as AIDS Walks, which he has been involved in for more than 20 years.

Dr. Kummerle's goal is to become more published in the CME space and add to the overall value of the industry as a whole. He has a terrific vision and is working to continue to drive CME forward in the most efficient and effective ways. Most importantly, Dr. Kummerle believes education has the potential to effect patients lives in a positive way and improve the care they receive from their health givers.

A self-proclaimed technology geek, he always considers how technology can be used in new ways to improve his work and life. He is no doubt bringing his technological acumen to his role as director, medical education, at Bristol-Myers Squibb, where he is currently building a global community of practice for medical education, an admirable and substantial undertaking.

Building successful operations, processes, and teams is a hallmark of his dis-

tinguished career, and he considers the opportunity to develop a team of field medical professionals across 14 countries in Europe, the Middle East, and Africa for the BMS Hepatitis Franchise a true highlight.

At the same time, one of his most challenging assignments to date has been working across multiple countries for a common goal. He says there were so many competing ideas and desires that oftentimes it was difficult to move forward with building the business as was needed. Working in the various cultures, and with so many different personalities required the development of collaboration skills that he did not have before this European assignment.

When he is not educating stakeholders about the importance of medical education, Dr. Kummerle participates in AIDS Walks around the country, the most recent in New York. He enjoys the diversity, passion, and heart of the events he has had the fortune to support. He has been involved with the HIV/AIDS epidemic now for almost 20 years, first as a healthcare provider seeing patients, then providing education to them and their healthcare providers within his various pharmaceutical industry positions.

With a scientific background and bent, he has always admired those who have a creative streak and use it to build a career and body of work. Five years ago, he discovered bookmaking and polymer clay, two areas where he is able to bring out his creative, artistic side. **PV**

Dr. Jay Siegel is diligent in his pursuit of new avenues of discovery.



Dr. Jay SIEGEL

Innovation from Agency to Industry

As a scientific leader and healthcare policy expert, Jay Siegel, M.D., has helped shape the industry and regulatory environment as we know it today.

Dr. Siegel is actively engaged in transforming policy at the national and international levels, and is a sought-after expert in the area of biosimilars.

He has participated in multiple meetings with White House officials, as well as testified at FDA hearings about implementing legislation in the United States. His Congressional testimony in March 2006 before the Senate HELP Committee led to substantial changes in how safety issues were understood and addressed in proposed biosimilars legislation. This expertise is respected globally and, as a result, he has been invited to address EU and Korean regulatory authorities on the development of biosimilar policies generally, plus he has represented the

biotechnology industry at a European Medicines Agency hearing on biosimilar monoclonal antibody policy development.

Dr. Siegel is committed to fostering scientific excellence in those around him and motivating his team members to move beyond their current capabilities to accomplish greater outcomes and personal achievements. His scientific knowledge, rigor, and championship for biologics is inspiring, and his motivation to improve the practice of medicine and transform patients' lives with safe and effective therapies is contagious.

This ability, coupled with his commitment to collaboration and mentoring, has led to many successes, including the development of various approved products that have made a difference in the lives of many patients.

He is a thoughtful advisor to countless researchers and, as a result, has had a positive ef-

Dr. Cathryn Clary has had a significant impact at Ipsen by living its core values of agility, team spirit, result-orientation, and accountability.



Getting Personal with DR. JAY SIEGEL



FAMILY: Wife, Mona Sarfaty; son, Micah, 27; son, Joshua, 25

HOBBIES: Travel; Sunday NY Times puzzles; computer games, gardening

FAVORITE BOOK: Gödel, Escher, and Bach: An Eternal Golden Braid by Douglas Hofstadter

FAVORITE MOVIE: Casablanca

BUCKET LIST: See the Great Migration on the Serengeti Plain; Angkor Wat; Teach at a University

FAVORITE SMARTPHONE APPS: Pandora; Words with Friends; Gangs at War

INSPIRED BY: His mother, who remains sharp, active, independent, and loving at the age of 91

MOST UNUSUAL PLACE VISITED: Galapagos

UNDER THE CLOAK OF INVISIBILITY: Hogwarts

TIME TRAVEL: To the future 20 years to Bethesda, Boston, San Francisco, and Shanghai to see what medical and scientific advances had been made

fect on the careers of many government and industry scientists. As a mentor for the International BioGENEius Challenge and for the nonprofit organization, FIRST, Dr. Siegel dedicates significant personal time to encouraging young people to explore careers in science in both the academic and industry settings. **PV**

Dr. Cathryn CLARY

Voyage of Discovery

Throughout her extensive and substantive career, Cathryn Clary, M.D., has inspired those around her. She is a respected and knowledgeable leader in the pharmaceutical industry. Dr. Clary has spoken at dozens of industry conferences and events and is sought after as an expert in the area of neurology-related diseases. She provided testimony on behalf of Pfizer as one of an industry panel before Congress' Subcommittee on Oversight and Investigations, Committee on Energy and Commerce on the topic of publication and disclosure issues in antidepressant pediatric clinical trials.

Dr. Clary has leadership experience across global and U.S. medical affairs, clinical development, and external communications. Currently, Dr. Clary is leading all of the medical and regulatory affairs in the United States for Ipsen, a French specialty pharmaceutical company.

In a very short period of time, she has had a significant impact in the organization by living its core values of agility, team spirit, result-orientation, and accountability.

She has proven her leadership capabilities in some challenging circumstances. For example, she was asked to abruptly take over the leadership of U.S. medical, a 600-person group, at Pfizer when her boss went out on an emergency leave. All of a sudden her former peers were reporting to her. It was, she says, quite an experience.

It saddens and frustrates Dr. Clary that the industry continues to battle with public trust. She notes a turning point was in 1999 when media and public opinion suddenly became distrustful and negative. She was instrumental in trying to drive changes in her company and the industry, many of which have come to pass. The challenge going forward, she maintains, is the cost of innovation and drug development

Getting Personal with DR. CATHRYN CLARY

FAMILY: Married; four grown children; three grandchildren

HOBBIES: Reading; politics, fine dining; duplicate bridge

READING LIST: Carry the One; The Marriage Plot; Steve Jobs; LBJ: The Passage of Power

FAVORITE MOVIE: Gone with the Wind

BUCKET LIST: Travel to Africa and other places in world; living closer to her grandchildren

FAVORITE SMARTPHONE APP: Downcast

INSPIRED BY: Hillary Clinton

LIFE LESSONS: Trust yourself and listen to yourself.

MOST UNUSUAL PLACE VISITED: China, including Xian, Kunming, Beijing

TIME TRAVEL: To the past to visit England under the Tudors

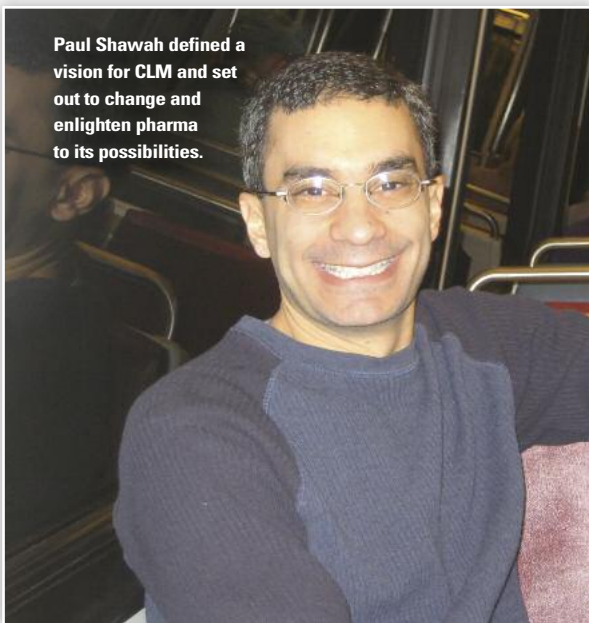
and whether society can pay for these innovations.

Dr. Clary feels strongly about environmental organizations and higher education, specifically her college, Bryn Mawr, which provides excellent education for women. **PV**

Paul SHAWAH

Mobility Innovator

Paul Shawah defined a vision for CLM and set out to change and enlighten pharma to its possibilities.



Mr. Shawah not only gets the big picture and dynamics of the software industry, but he also can see forces in the pharmaceutical industry that are not apparent to most.

From his role as VP, CRM strategy at Veeva Systems, Mr. Shawah provides insights into forward-looking sales and marketing strategies in the pharma industry, which is helping change commercial strategies for global pharma companies as well as new players in the market.

From closed loop marketing (CLM) to CRM to multichannel marketing effectiveness, Mr. Shawah leverages what he has seen in the past and combines it with his vision for the future. The outcome is a new, more customer-centric approach to marketing products.

In so doing, Mr. Shawah helps give pharma companies stronger channels to reach medical professionals with more impactful messages, helping a once slow-to-change industry become more nimble.

As an early evangelist of CLM back in the early 2000s, he worked closely with multiple marketing and sales leaders to introduce and educate the industry on why and how they should do CLM.

Today, not only have many of the world's leading pharmaceutical companies adopted new technology but they are also changing their culture and mindset of how they engage with their

Getting Personal with PAUL SHAWAH

FAMILY: Wife, Carolyn; children Andrew, 8, Matthew, 7, Meredith, 5

HOBBIES: Playing tennis and softball

READING LIST: How Will You Measure Your Life by Clayton Christensen

FAVORITE BOOK: Moneyball by Michael Lewis

FAVORITE MOVIE: Fletch

BUCKET LIST: Travel with wife and children to every major league baseball park and watch a baseball game; teach at a business school; run a 5K in less than 21 minutes

INSPIRED BY: An uncle who was Ph.D. chemist at Lilly

LIFE LESSONS: Be honest

MOST UNUSUAL PLACE VISITED: Angkor Wat, Cambodia

customers. That has been a highlight for Mr. Shawah, knowing his work with CLM is a piece of the much larger sales and marketing change currently happening in the industry.

Next on his list of goals is to help the industry engage more efficiently and effectively with physicians across all communication channels so that doctors get the information they need to treat their patients when and how they need it. **PV**

For almost 15 years, Paul Shawah has been instrumental in defining the role of CRM for the life-sciences industry.

Dr. Diego MIRALLES

A Man on a Mission



Dr. Diego Miralles is on a mission to make a difference, and what separates him from other leaders is his passion.

Diego Miralles, M.D., is a doctor, a father, and a professor. He takes on the biggest of healthcare challenges every day — healthcare financing, medication adherence, healthcare delivery, and personalized medicine. Dr. Miralles is on a mission to make a difference. And what separates Dr. Miralles from other leaders is his passion. His peers, colleagues, and team members say the life-sciences industry is lucky to have him as a leader.

Dr. Miralles' expertise is in innovating new healthcare products and services, drug development and discovery, infectious diseases, and internal medicine.

He offers a unique perspective on transforming big organizations, innovating processes, and making changes to healthcare delivery systems.

As head of Janssen Healthcare Innovation, a newly created business within Janssen Research & Development LLC, which was started by a small group of entrepreneurial individuals and has grown to a first-class team with varied backgrounds and expertise, he brings more

Getting Personal with DR. DIEGO MIRALLES

FAMILY: Wife, Ara; three children, Tomás, 13; Isabel, 11; Elena, 8

HOBBIES: Reading; running; soccer; dinner with friends

READING LIST: War and Peace

FAVORITE BOOK: Remembrance of Things Past

FAVORITE MOVIES: Cinema Paradiso; Doctor Zhivago

BUCKET LIST: To build a new company from scratch; teach at a community college; oil painting

FAVORITE SMARTPHONE APP: WhatsApp

INSPIRED BY: Julius Caesar; Marco Aurelio; JFK; Thomas Cromwell; Dostoyevsky; Father Joe's charity organization; wife Ara

LIFE LESSONS: Live fully every day

MOST UNUSUAL PLACES VISITED: Tijuana; the West Bank

UNDER THE CLOAK OF INVISIBILITY: To a G8 meeting

TIME TRAVEL: To the past to be in the Apollo 11 module as it was landing or in one of Columbus' three ships as they arrived in the New World

than 13 years in the healthcare industry and 12 years in the hospital and academic worlds to his new role.

Before launching JHI, Dr. Miralles had many significant leadership roles, including head of Janssen Research & Development West Coast Research Center in La Jolla, Calif. **PV**

Jeffrey BERKOWITZ

Two years ago, Jeff Berkowitz left pharma to work for Walgreens as the senior VP of development and market access, where he is responsible for more than \$30 billion in pharmaceutical purchasing and management.

In typical Berkowitz fashion he is shaking things up. Specifically, he is transforming the role of community pharmacy and creating new ways to partner with pharmaceutical companies. Under his leadership, Walgreens has developed new marketing and clinical tools to help increase patient adherence, launch products, or conduct clinical trials.

As a senior executive with many years of global pharmaceutical experience, Mr. Berkowitz brings a unique perspective and fresh voice to both Walgreens and the pharmaceutical industry. Most importantly, in this critical role, he is driving innovative ways of working with pharma to better serve patient needs.

Moving to Walgreen, Mr. Berkowitz admits was a bit of a shock to the system. And while he has always counted on his ability to be agile, moving from a large pharma company to a retail pharmacy has been a humbling transition. It's a very different, dynamic, business operating at much thinner margins in a complex ecosystem. After 13 years at Schering-Plough and Merck, having built a strong

Dr. Timothy WRIGHT Making Medicine Personal

Dr. Timothy Wright is focused on honing the efficiencies of the development process by bringing a more targeted approach to trials, rather than focusing just on mass-market indications.



In his new position as the global head of pharma development at Novartis, Timothy Wright, M.D., is hoping to shepherd more examples of life-changing compounds like ACZ885 through the company's pipeline. Leading the clinical development of the compound for cryopyrin-associated periodic syndromes (CAPS), a group of very rare, genetic and potentially life-threatening auto-inflammatory diseases, has been a career highlight for the physician scientist.

And he is eager to help prioritize other promising compounds where the team has a deep understanding of the science and to further hone the efficiencies of the development process by bringing a more targeted approach to trials, rather than focusing just on mass-market indications.

Dr. Wright's innate ability to challenge convention and push those around him to think in new and innovative ways is inspiring. He has said that as long as there is a thorough understanding of the disease mechanism and a high unmet medical need, it makes scientific sense to be looking at a variety of indications with the same pathway in an effort to bring drugs to patients faster.

It is this type of fresh thinking that has also resulted in Dr. Wright's invitation to be a new member of the Scientific Advisory Committee for the Gates Foundation, where he hopes to make a difference advancing medicine around the world, including developing nations.

Dr. Wright has been known to say: "If something is worth doing, don't wait until tomorrow."

This urgency is apparent in the way he approaches all he does from championing a compound he is passionate about, to leading the Novartis Development organization during this time of paradigm shift toward the next generation of targeted therapeutics. **PV**

Getting Personal with DR. TIMOTHY WRIGHT

FAMILY: Wife; two sons

HOBBIES: Gardening

READING LIST: A Way of Life by William Osler; Blue Zones by Dan Buettner; Thrive by Dan Buettner

INSPIRED BY: His parents

LIFE LESSONS: Great ideas are somewhat cheap; you need to pursue them, deliver results, and confirm your ideas to really make a difference

Changing the Pharmacy Model

Getting Personal with JEFF BERKOWITZ

FAMILY: Married; two boys, 15 and 12; daughter, 9

HOBBIES: Travel; hiking

READING LIST: Unbroken by Laura Hildebrand

FAVORITE MOVIE: Poseidon Adventure

BUCKET LIST: Travel, including an African Safari and to Antarctica

FAVORITE SMARTPHONE APP: New York Times

LIFE LESSONS: Be yourself and focus on the task at hand

MOST UNUSUAL PLACE VISITED: A glacier in Iceland

UNDER THE CLOAK OF INVISIBILITY: The Apple Research and Development Studio

TIME TRAVEL: To the future to see what the world of his great, great grandchildren will be like

team of trusted and known leaders, he was on his own in a new city, in a new industry, and with new teams. The only thing he could do was dive right in and roll up his sleeves.

He says he learned the business quickly, and right away started to address serious issues with some major partners and payers.

While he was taking on responsibility for some established divisions, he was also starting up a new division focused on the pharmaceutical company sector and needed to quickly bring in talent and skills that didn't exist within the organization. Finally, with Wal-

greens being such an iconic organization with such a rich history, he really had to take the appropriate time to listen and learn and earn people's trust so that he could leverage that heritage while driving new thinking and building new skills.

As an officer of the corporation, Mr. Berkowitz enjoys being able to weigh in on a variety of strategic initiatives outside of his areas of expertise, and it has stretched him in many ways. He says he is becoming a true retailer, and has a hard time driving past a Walgreens without stopping to do a quick run-through and ask the manager and staff how things are going.

Mr. Berkowitz believes Walgreens has a key opportunity to impact the delivery of healthcare in the United States in a major way and a huge opportunity to leverage its national network of 8,000 points of service to impact the health and happiness of the 45 million people who walk through the doors every week.

Mr. Berkowitz looks forward to having the opportunity to bend the curve and create a whole new dynamic between pharmaceutical companies and retail pharmacies, which will play a much greater role in helping manufacturers educate, activate, and retain patients, and help patients acquire and adhere to their medications. As Walgreens builds broader strategic relationships across all key segments, including brand, specialty, vaccine and generic drug makers, he believes that manufacturers

Jeffrey Berkowitz is transforming the role of community pharmacy and creating new ways to partner with pharmaceutical companies.



will come to see the pharmacy as a key asset as a marketing channel for their products.

He says for example, one way that pharma and pharmacy can work together is to promote adherence. Medication adherence services, counseling, and other assistance programs lower medical costs by improving outcomes.

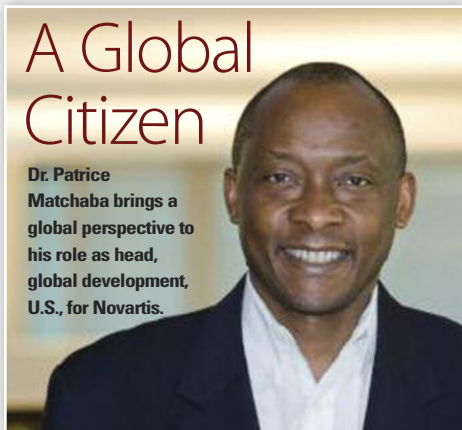
In essence, he says, the goal is to create P&L-based relationships with pharmaceutical company suppliers. In many instances, retail pharmacies are the largest purchasers and distributors of products. Walgreens is even starting to work with drug companies around clinical trial design and enrollment and delivery.

Mr. Berkowitz's unique perspective into the various stakeholders and the complexity of the dialogue, allows him to bring a fresh voice to the best ways organizations can work collaboratively on the complex issues associated with the delivery of healthcare in the United States today. **PV**

Dr. Patrice MATCHABA

A Global Citizen

Dr. Patrice Matchaba brings a global perspective to his role as head, global development, U.S., for Novartis.



Having trained and lived in many countries, Patrice Matchaba, M.D., considers himself a global citizen. And he brings that global perspective to his role as head, global development operations, functions

and regions for Novartis Pharmaceuticals Corp., a position he has held since Oct. 1, 2010. Before that he was global head, drug safety and epidemiology, a role he held since January 2009.

Dr. Matchaba joined Novartis South Africa in 2000 as country pharma organization medical director. Since moving to Novartis Pharmaceuticals in 2002, he has held several roles of increasing responsibility in global clinical development, including as global head development franchise, immunology and infectious diseases (IID) interim; therapeutic area head for IID, clinical development and medical affairs; and global therapeutic area head for arthritis and bone.

He completed his medical training at the University of Zimbabwe, and is a fellow in obstetrics and gynecology from South Africa.

Dr. Matchaba is bringing transformative thinking to Novartis to positively impact the company's global operations in relation to clinical development and safety. **PV**

Getting Personal with DR. PATRICE MATCHABA

FAMILY: Married; three children

HOBBIES: Jogging; reading

READING LIST: Bommerang: The new Third World; Great by Choice; India after Gandhi: The History of the World's Largest Democracy

FAVORITE BOOK: From Good to Great

FAVORITE MOVIES: The Godfather series

FAVORITE SMARTPHONE APP: Skype

INSPIRED BY: Parents

LIFE LESSONS: Never say no to a stretch challenge

MOST UNUSUAL PLACE VISITED: Gore Island, the former slave holding island off the coast of Senegal

UNDER THE CLOAK OF INVISIBILITY: To the moon to see how beautiful Earth really is

TIME TRAVEL: To the future to China in 2100