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The 2013 PharmaVOICE 100

EACH YEAR WE HAVE THE PRIVILEGE OF SHOWCASING 100 OF THE MOST INSPIRING AND MOTIVATIONAL INDIVIDUALS THROUGHOUT THE LIFE-SCIENCES INDUSTRY.

This special issue, now in its ninth year, once again showcases the individuals as identified by you, our readers, for being outstanding leaders, providing inspiration and motivation to their teams, peers, and companies; innovators, creating new opportunities and visionary products and companies to address the future of healthcare; and philanthropists, giving back personally and through their companies to local, national, and global organizations that provide goods and services to communities and patients in need.



This year, we asked our leaders to identify in one word what drives them to innovate. We also asked them to provide the two adjectives that best describe them. Their answers provide interesting insights into their personalities and leadership styles. We also asked our honorees to identify what they believe will be the biggest breakthroughs in the industry and in their sphere of influence in the next five years; what their hope is for the future of healthcare; what they believe are the biggest challenge(s) facing the industry today; their view on the importance of mentoring; and how social media is changing how they work. Their insights are compiled in several informative and exciting articles that can only be found online in our bonus content; so please log into this month's issue on www.pharmavoic.com to read more perspectives from our PharmaVOICE 100 honorees.

This year's honorees represent the broadest span of the healthcare and life-sciences industry to date. We have honorees from consumer packaged goods to research foundations to academia, government agencies, big pharma, small pharma, biotech, emerging biotech, consultancies, advertising agencies, technology companies, contract research organizations, etc. This broad and far-reaching representation is a clear indicator of the ever-expanding ecosystem of the healthcare industry.

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

With thousands of nominations to consider, our editorial team relies on the personal accounts from our readers that describe why these individuals are special. So we thank all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference in your careers, lives, and organizations. We also want to thank all of our PharmaVOICE 100 honorees for taking the time to share their personal stories with us. Please join us in extending warm congratulations to our esteemed group. I hope you enjoy getting to know them as much as we did.

Regards,

Taren Grom
Editor

tgrom@pharmavoic.com

Their Word...

DENISE MYSHKO
Managing Editor



The PharmaVOICE 100 are hopeful the future will bring breakthroughs in many areas, including HIV, cancer, neglected diseases, stem cell research, biomarkers, and epigenetics.

ROBIN ROBINSON
Senior Editor



This year's group of PV100 honorees are prime examples of how great leaders improve the world around them through passion, courage, innovation, and caring.

KIM RIBBINK
Features Editor



As so many of our PV100 nominees put it, motivation comes from within. Each one of these individuals personifies that in every way.

COMING in September

- > Behavioral Economics: Measuring Outcomes
- > Closing the Loop on Marketing
- > ePatient Recruitment
- > Where Have All the Investigators Gone
- > Global Regulatory Issues
- > The C-Suite: Digital Marketing
- > Market Sector: South Korea
- > Showcase Feature: Marketing