

PharmaVOICE

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The PharmaVOICE 100 was inspired by the men and women who graciously consent to share their insights on the various trends and challenges facing the life-sciences industry on a monthly basis.

We are continually fired up by their knowledge and willingness to raise their voices and bring their unique perspectives to the industry at large.

Thus, we thought it was only appropriate to showcase the men and women who inspire and motivate you, our readers.

We asked our readership community to identify the people who they believe are having the greatest influence on corporate leadership, research and development, technology, creativity, marketing, and strategy.

The PharmaVOICE 100 were selected based on the number of nominations received as well as on the write ups that accompanied the submissions. We thank all of you who took the time to provide us with thoughtfully crafted accounts outlining why an individual inspired or motivated you.

For the editors of PharmaVOICE this first annual issue has been a special experience. While we speak with many influential people every month for our Forums and feature articles, we rarely have the opportunity to talk about their lives, both professionally and personally, their challenges, and where they find inspiration and motivation.

The 100 people profiled in this issue hold a special place in their peers' and colleagues' lives. And we know why. We have found — from the nominations that were submitted and from speaking with these leaders — just what makes these people so inspiring.

Every one of the men and women profiled in this special issue has a passion for the industry, the work they do, their colleagues, and most importantly, the people who are impacted by what they bring to the table.

Their focus is clear: improving the discovery, development, access, and understanding of life-improving and life-saving medications.

Resoundingly, the leaders profiled for this issue agree that at the end of the day it's

**Taren Grom**

In keeping with PharmaVOICE's mission of providing insightful and provocative commentary from leaders throughout the life sciences, it is our pleasure, and honor, to publish the first annual PharmaVOICE 100 in recognition of their contributions to the industry.

about improving the quality of lives of patients.

Their passion is felt by all those whose lives they touch. They've made a concerted effort to put a more human face on the life-sciences industry. They have a personal management style that stresses integrity, decency, and character.

The PharmaVOICE 100 represent a broad cross-section of industry sectors — pharmaceutical, biotechnology, contract research, clinical trials, research and development, patient education, patient recruitment, advertising, technology, and many others.

To make the navigation of this issue as easy as possible, we have segmented the honorees into different categories. But by no means is their influence one-dimensional. Most, if not all, of these leaders could be featured in more than one category.

On behalf of the editorial team of PharmaVOICE — Denise Myshko, Elisabeth Pena Villarroel, Kim Ribbink, and Autumn Konopka — I want to thank our 100 for making this issue possible. We look forward to many more inspiring conversations, and we can't wait to see who makes next year's list.

Taren Grom
Editor

The PharmaVOICE 100