

SPECIAL ISSUE

July/August 2008

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People

100

PUBLISHER Lisa Banket
EDITOR Taren Grom
CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR
Denise Myshko

SENIOR EDITOR
Robin Robinson

FEATURES EDITOR
Kim Ribbink

CONTRIBUTING EDITORS
Cynthia Borda
Carolyn Gretton

DESIGN ASSOCIATE
Cathy Liszewski

NATIONAL ACCOUNT MANAGER
Cathy Tracy

CIRCULATION ASSISTANT
Robert Harrison

Copyright 2008
by PharmaLinX LLC, Titusville, NJ
Printed in the U.S.A.
Volume Eight, Number Seven

PharmaVOICE (ISSN: 1932961X) is published monthly except August and December, by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. **Periodicals postage paid** at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345.

PharmaVOICE Coverage and Distribution: Domestic subscriptions are available at \$190 for one year (10 issues). Foreign subscriptions: 10 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVOICE retains all rights on material published in PharmaVOICE for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVOICE, P.O. Box 292345, Kettering, OH 45429-0345. Call us at 800.607.4410 or FAX your change to 937.890.0221. E-mail: mwalsh@pharmavoiced.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVOICE is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbasket@pharmavoiced.com.

Letters

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.



PharmaVOICE is delighted to publish the fourth annual special issue featuring 100 of the most inspiring individuals in the life-sciences industry. This issue has become one of my favorites and, from all accounts, one of yours as well.

What's not to love? This issue celebrates the men and women of the industry who inspire and motivate — good people who are doing great things. These individuals are setting the standard for corporate leadership, research and development, technology enhancement, creativity, marketing, strategy, and more. In an industry that at times is slow to change, these individuals are having a positive impact through their actions.

We want to thank all of our readers who took time out of their busy schedules to nominate their choices for this year's PharmaVOICE 100. The nominations started to roll in Aug. 1, 2007, with the last entry being posted May 1, 2008, at 11:59 p.m. In those nine months we received thousands of entries, which reaffirmed what many of us have known for some time: real-life heroes do exist in this industry, an industry that is often maligned and misunderstood.

This outpouring of support has been exciting and challenging. As you might imagine, each year the selection process becomes more difficult. With thousands of nominees to consider, our staff relies on not only the number of nominations received, but the write-ups themselves, which provide comprehensive accounts as to how and why an individual provided inspiration or motivation. We also take into account an individual's extracurricular activities, such as community service, involvement with industry-related organizations and associations, and philanthropic activities. We also consider how an individual leads his or her organization, group, or team. We look for leaders who provide guidance and mentorship to colleagues inside their own companies as well as to those beyond their corporate landscape. We celebrate individuals who are acting as change agents to improve the industry's performance and reputation.

Each year we strive to give you more personal insights into the PharmaVOICE 100. As such, we asked our industry leaders to provide us with the two adjectives that they believe best describe themselves. Hands

As the world embraces different media options, so do we. We are happy to provide you with access to these and other thought leaders through Podcasts, Videos, whitepapers, and, of course, print.

down the resounding consensus of responses included passion and compassion, with healthy doses of integrity, candor, and innovation thrown in.

These individuals are indeed passionate about the sectors they serve — pharma, biopharma, biotech, contract research, clinical research and development, patient education, patient recruitment, advertising, technology, and many others — as well as the overall industry. They are committed to doing the right thing for the right reasons.

To make the issue easier to navigate, we have divided the honorees into categories that we think best capture their skill sets and expertise. Please note, however, that many of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, brand champions, researchers & scientists, patient advocates, technologists, and mentors.

I hope you enjoy getting to know this distinguished group as much as we did. With a special thanks to Cathy Liszewski for her design and to Kim Ribbink for writing the profiles, and on behalf of the rest of editorial team of PharmaVOICE — Denise Myshko, Robin Robinson, and Carolyn Gretton — 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. Submit your nomination for 2009 now!

Taren Grom
Editor

The PharmaVOICE 100

LAURA MARSH LYNNER **A POSITIVE VOICE**

Open about herself and her beliefs, Laura Marsh Lynner inspires others to live by the same standards of honesty and integrity that she demonstrates every day.

Her strong ethics and collaborative, fair approach have helped her to build strong partnerships and ensure the best outcomes for the business.

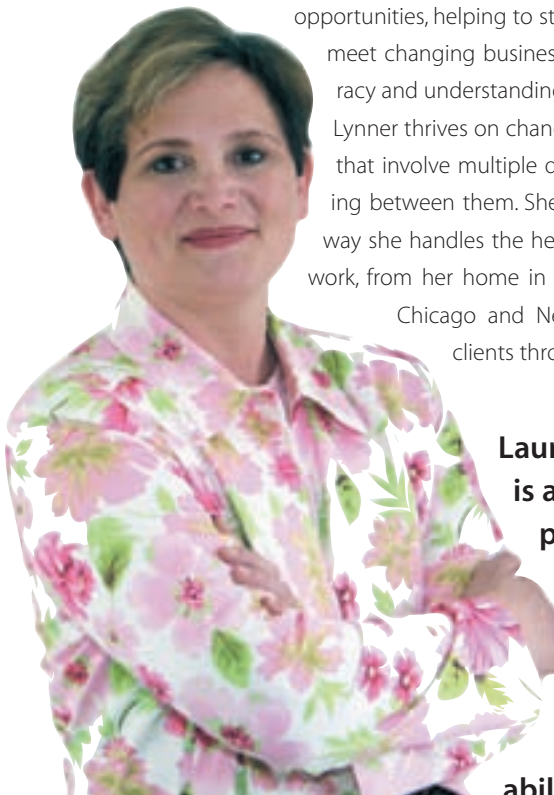
In her professional life, she constantly demonstrates an ability to target the important issues. She is continually looking forward to how she and her colleagues can change and evolve the business model and processes to stay ahead of industry trends.

Ms. Lynner was brought into Scientific Voice with a mission to take on the daunting task of reorganizing the company to create a smart work flow and cohesion, and she has transformed it from a service-based company to a technology-led business model. To ensure there was a broad contribution to completing the goals, she provided her direct reports and colleagues with the tools and resources needed. She guided teams, providing clear focus; recognized and promoted talent; and helped nurture the careers of those who might otherwise have been overlooked. At the same time, she encourages her young colleagues to spread their wings and champions their success. Ms. Lynner always provides support and a safety net, and she takes the time to provide as much information as possible and frames it with her own insights.

Thanks to a philosophy of inclusion, trust, and communication, Ms. Lynner has a way of making everyone around her at every level feel comfortable. People flourish under her leadership because she pinpoints their strengths and helps them excel. Her centered, calm demeanor in the face of constant motion is also an important influence in how she leads, and she encourages balance in her employees' lives.

Her abilities to create a vision, build the environment to support the vision, and focus energies to a common purpose have led to the formation of a team of positive, enthusiastic, and innovative leaders.

When working with clients, she treats complexities as opportunities, helping to steer process adaptations to meet changing business requirements with accuracy and understanding. It certainly helps that Ms. Lynner thrives on change, enjoying complex tasks that involve multiple disciplines and fluidly moving between them. She demonstrates that in the way she handles the heavy commute she does to work, from her home in Connecticut to her job in Chicago and New Jersey, and to visiting clients throughout the United States.



Laura Marsh Lynner is a consummate professional who consistently demonstrates integrity, compassion, sound leadership ability, and class.

Earlier in her career, at age 28, Ms. Lynner raised capital and started a consumer healthcare publishing company that was later sold to the New York Times. And she was the driving force behind the management buyout of a medical education company that is now part of Publicis Healthcare Communications Group.

One way she accomplished this was by launching a state-of-the-art speaker bureau platform at Scientific Voice, known as Gateway. The Gateway Platform consists of portals for field sales, sales management, speakers, and compliance departments and was built as a RIA (rich internal application) to support highly compliant, verifiable, and reportable speaker bureau programming.

A firm advocate of DTP and DTC, Ms. Lynner believes these channels have enabled people to talk openly about diseases and treatments, helping to educate, empower, and support patients. Maintaining there is much more to be done in this area, she is working to ensure Scientific Voice works to support such programs as patient-to-patient and nurse-to-patient speaking programs.

In her own personal battle with breast cancer, Ms. Lynner chose courage over fear and knowledge over personal privacy. Eager to participate in a program that might lay the groundwork for helping other breast cancer patients in the future, Ms. Lynner embraced integrated wellness techniques as part of her therapy and her support of and personal participation in these integrated healing modalities have helped broaden knowledge in the healthcare field and have contributed to the bridge being built between integrative and allopathic healing paradigms.

Having experienced the industry from many vantage points, including as a patient, Ms. Lynner is eager to see the life-sciences industry take back its voice and power. On a professional and personal level, Ms. Lynner has a knack for handling even the hardest of days with maturity, humor, and humanity.

GETTING PERSONAL *Laura Marsh Lynner is Executive VP, Managing Director, of Scientific Voice (scientificvoice.com), Chicago, a Publicis Healthcare Communications Group company, which she was recruited to relaunch. She started her career in field sales for Chesebrough-Pond's and later joined Einson Freeman, a promotion marketing organization. Having broadened her skills she launched two controlled-circulation publications targeted at expectant parents. These were later purchased by the New York Times, and while there Ms. Lynner relaunched one of NYT's existing titles targeted to women in late-stage pregnancy. She then joined Grey Direct as Executive VP, and in 1997 joined a medical education company, which was merged with other companies to create VHC. Ms. Lynner led the management buyout and later sale of VHC to Publicis Healthcare Communications.*

NAME: Laura Marsh Lynner

TITLE: Executive VP, Managing Director

COMPANY: Scientific Voice

EDUCATION: B.S., Administrative, Mercy College

PLACE OF BIRTH: Mount Vernon, N.Y.

ON HER READING LIST: *Why God is Laughing*, by Deepak Chopra; *The Way of the Horse*, by Linda Kohanov; *Primal Leadership*, by Daniel Goleman

FAMILY: Husband, Jeffrey Lynner; Fred, a miniature dachshund

NEXT ON HER LIST TO ACCOMPLISH: Write a book on leadership; publish FRED books — FRED stands for FRIends through EDucation, each FRED book is a short take about a long journey through cancer. FRED seeks to impart education and support both to children and adults; learn French and live part of her life in Europe with her husband, dog, and horse

FLEXIBLE.

CENTERED.

WHO'S ON THE LIST — 2008

Indexed by Section



Dr. Donald Phillips 11
Vox Medica



22 Jeffrey S. Aronin
Ovation Pharmaceuticals Inc.



Gerianne T. 40 DiPiano
FemmePharma Global Healthcare Inc.



44 Chris Porter
Clinipace Inc.



Kathleen 55 Drennan
Iris Global Clinical Trial Solutions



74 Jason Appel
Sanofi-Aventis



Adriann Sax 82
King Pharmaceuticals Inc.



87 Mike Rutstein
DraftFCB NY



Dr. Geert 96 Kolvenbag
AstraZeneca



106 Jon Butko
MediciGlobal



Keith Howells 119
Medidata Solutions Worldwide

The Commanders & Chiefs 10

Kevin Aniskovich
Jeffrey S. Aronin
Ken Begasse Jr.
Gregg Dearhammer
Fereydoun Firouz
Melynda Geurts
Steven Girenti
Janet Greeson, Ph.D.
Terrell Herring
Jay Katz
Mark Landy, DDS
Zorba Lieberman
Jeff Morhet
David Mott
Donald Phillips, Pharm.D.
Bill Pollock
John Racik
Elaine Riddell
James Schoeneck
Chris Schroeder
Peter Strumph
Ronald S. Waife
Howard Weisman 🎧

The Entrepreneurs 40

Simon Chin
Gerianne Tringali DiPiano
Dan Donovan
Stephen Gerard
Jane Hollingsworth
Ramin Najafi, Ph.D.
Chris Porter 🎧
Sandeep Shah 🎧
Howard Steinberg
Christoph Westphal, M.D., Ph.D.
Carl Whatley
Stan Woodland

The Change Agents 54

Jason Appel
Jay Bigelow
Gregg Brandyberry
Santino Costanzo
Sean Cunliffe
Kathleen Drennan
Filipe Duarte
Marc Ferrara
Thomas Finn
Colleen Foley
Alberto Grignolo, Ph.D.
Michael Harte
Rick Keefer
Debbie Kenworthy
Rebecca Daniels Kush, Ph.D.
Michael Leonetti
Laura Marsh Lynner
Julian Parreño

The Change Agents continued

Patrick Revelle
William Roth
Adriann Sax
Mollie Shields-Uehling
Robert Teoh, M.D.
Nila Williams

The Brand Champions 84

Jose De Leon
Camille DeSantis
Susan Dorfman
Bill Drummy
John Harrington
Michael Laferrera
Kathy Magnuson
Bob Mason
Renee Mellas
Stephen Neale
Linda Richardson
Mike Rutstein

The Researchers 94

Julian Adams, Ph.D.
Alain D. Baron, M.D.
Martine Clozel, M.D.
Jean-Jacques Garaud, M.D.
Amir H. Kalali, M.D.
Dennis Keith, Ph.D.
Nick Kenny, Ph.D.
Geert J.C.M. Kolvenbag M.D., Ph.D., F.F.P.M
Evan Loh, M.D.
Karen Seibert, Ph.D.

The Patient Advocates 106

Jon Butko
Jaime Cohen
Steven V. Edelman, M.D.
Linda Kitlinski
Kristin Patton
Dorothy Smith, Pharm.D.
Joseph Tanning, M.D., M.P.H., R.Ph.
Meg Walsh
Jeanne Zucker

The Technologists 116

Valdo Arnera, M.D.
Bill Byrom, Ph.D.
Philip A. Garland
Keith Howells
Don Schenker
Rodney Spady

The Mentors 124

Brian Corvino
Mary Lacquaniti
Lelia O'Connor
Danita Sutton, Ph.D.

🎧 To access Podcasts featuring these thought leaders, visit pharmavoice.com/podcasts.